OCTOBER 3, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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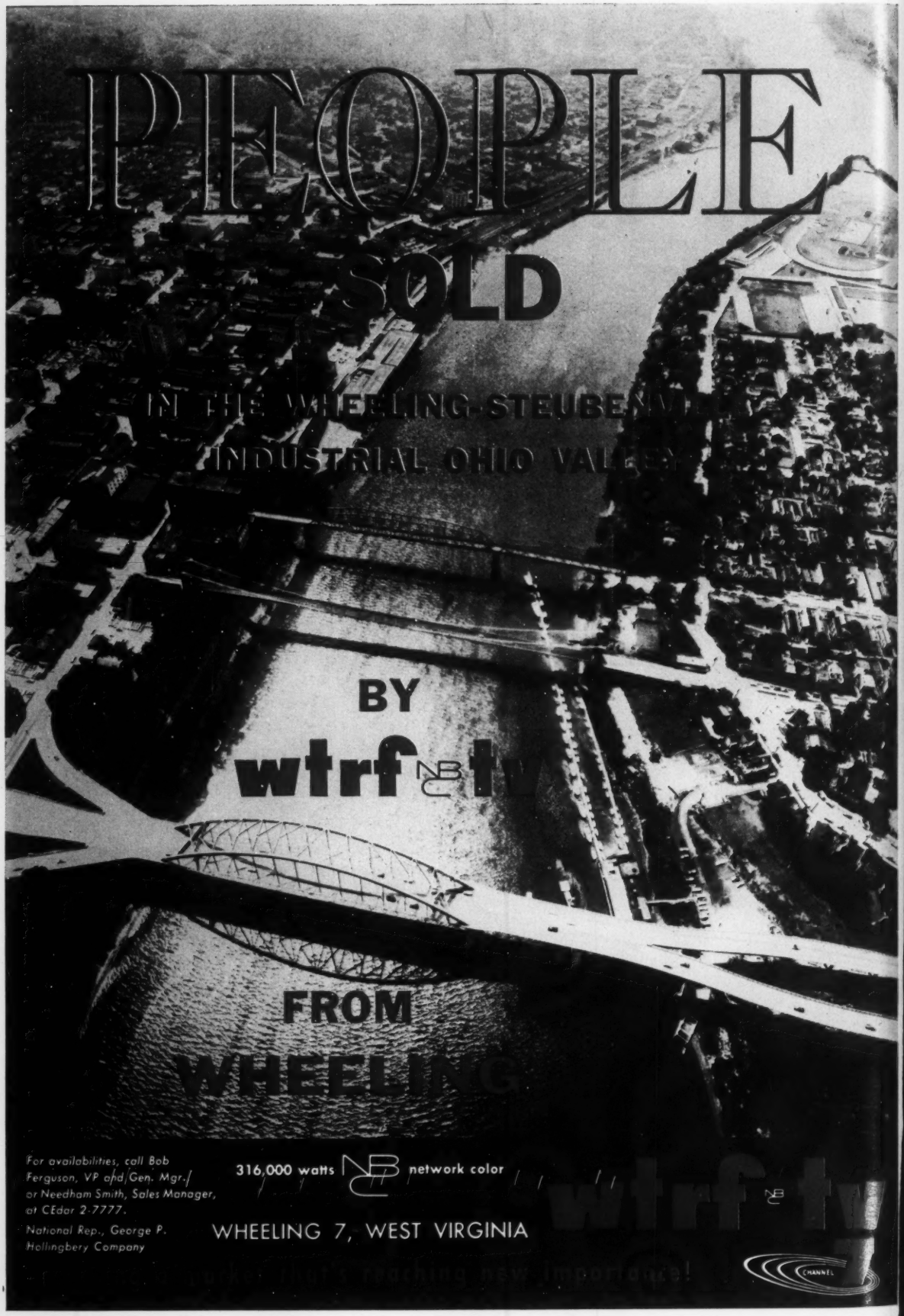
another great First in public service...

THE WKMH WHITE SAFETY FLEET

Mighty metropolitan Detroit is a city on wheels, where 81% of all families own cars, and 65% use their cars to get to and from work. That's why the Great White Safety Fleet . . . dramatic new public service launched by WKMH . . . has been greeted so enthusiastically by such a large proportion of the million-plus drivers in the Greater Detroit area * * Morning and night, from 6:30 to 9:30 and 3:30 to 6:30, these motorists tune in WKMH for up-to-the-minute reports on traffic conditions on main arteries and expressways . . . flashed directly from the White Safety Fleet . . . manned by former Detroit Police officers (now retired) who represent 137 years of traffic experience. This authentic service expedites traffic flow . . . smooths driving chores . . . soothes drivers' tempers. It is one more reason for the strong continuous upward surge in WKMH audience . . . WKMH ratings . . . WKMH prestige.

WKMH DETROIT'S DYNAMIC GROWTH STATION

Represented Nationally by Edward Petry & Co., Inc.


PEOPLE
SOLD
IN THE WHEELING-STEUBENVILLE
INDUSTRIAL OHIO VALLEY
BY
wtrf
FROM
WHEELING
For availabilities, call Bob Ferguson, VP and Gen. Mgr./ or Needham Smith, Sales Manager, at CEdar 2-7777.
National Rep., George P. Hollingbery Company
316,000 watts
network color
WHEELING 7, WEST VIRGINIA
wtrf-tv
CHANNEL

WCBM

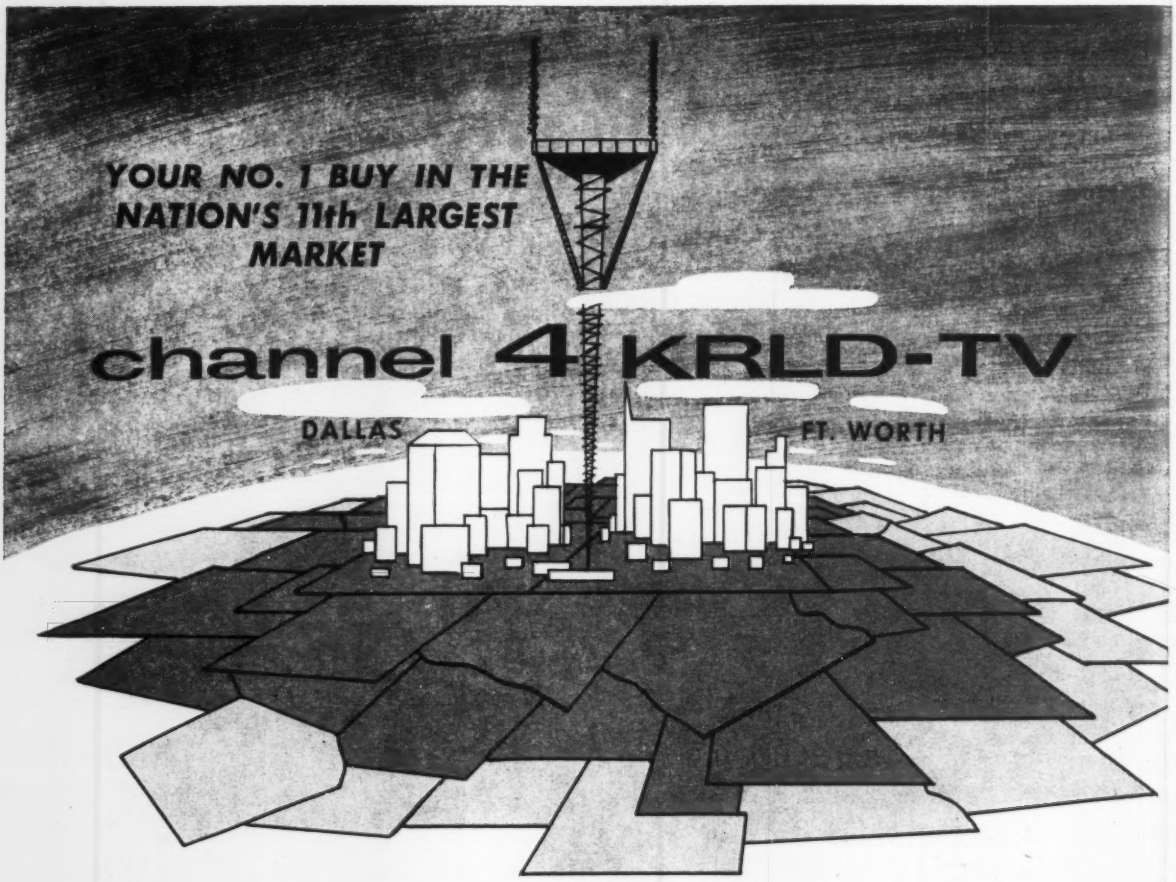
the BEST WAY to REACH the ADULT LISTENER in the vast BALTIMORE MARKET

Here . . . in this expanding market of over 1,700,000 people in the Baltimore Metropolitan area . . . is tremendous adult buying power. And you can reach 'em all day, every day through WCBM . . . the station that delivers a greater percentage of adult listeners in Baltimore Radio.

A CBS RADIO AFFILIATE

WCBM

10,000 Watts on 680 KC
Baltimore 13, Maryland
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives



The 9 counties which make up the Dallas Urban District represent the 11th largest market in the United States. . . . 11th in population, but more important, 10th in retail sales.

Cover the Dallas Urban District PLUS a bonus of 49 other counties, a total population of 2,647,894, with CHANNEL 4.

KRLD-TV Has The Largest Coverage Area Of Any Station In Texas

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

Still another ■ There may be fifth "great debate" between Nixon and Kennedy after all. Originally Democrats wanted five and Republicans three, with four settled upon as compromise. Now it's learned Nixon forces might go for fifth on or about Oct. 31. Networks are all but committed since they guaranteed maximum of eight hours, double the number now spoken for.

Censorship? ■ FCC is counting spots again and finds itself again divided on extent of its authority on program issues. In sending "promise vs. performance" inquiry (McFarland) letters to two stations (WAVZ New Haven, Conn.; KORD Pasco, Wash.) advising them that renewals indicate necessity of hearing, FCC split 4-3. (See story page 78.) Commissioner Craven asked that minutes show he regarded letters as attempt at censorship in violation of Section 326 of Communications Act and that it was "persecution" of small stations. Commissioners Hyde and King joined in dissent, but not necessarily in his observations.

Left out ■ Some network feathers were ruffled by NAB presidential selection committee in last week's activity which brought Florida's Gov. LeRoy Collins' name to negotiating stage (see story page 27). Networks, it seems, were not consulted or even formally notified, and consistent with practice, won't be until special board meeting is held, now tentatively set for next Monday, Oct. 10. Then network representatives on radio and tv boards will get word, assuming, of course, that in interim proposed contract is evolved. ABC has been disturbed since last March when announcement of eight-man selection committee disclosed no ABC affiliate on group. This, NAB officials assert, was happenstance.

Selection committee members confide that Gov. Collins, at luncheon conference Sept. 22, exhibited remarkable understanding of broadcasters' problems and that he was "persuasive, articulate, bright and intelligent." And, like any good salesman, "he wasn't afraid to ask for the order."

Meaty agenda ■ When NAB board meets in special session, there will be more on agenda than ratification of selection of Gov. Collins of Florida as NAB's next president. Among other topics: pay-tv hearing called by FCC to consider Hartford test; community antennas and effect on tv stations in small areas; Federal Aviation Agency's jurisdictional claims over towers.

Tv earnings ■ National Airlines has revealed some figures clearly showing why it's putting up fight to keep its WPST-TV Miami on ch. 10. In registration statement filed with Securities & Exchange Commission, airline reports WPST-TV during year ended June 30, 1960, had net income of $177,152 (after payment of $60,580 in management fees to parent company) and earned surplus of $11,854. In same period parent National Airlines showed net loss of almost $4 million. WPST-TV was shown in SEC statement to be capitalized at $2,500.

National states it can't predict outcome of present litigation over ch. 10, which FCC withdrew from National and granted to L.B. Wilson Inc. But in SEC statement National advises stockholders that if it were forced to liquidate Public Service Television (subsidiary owning WPST-TV), no material loss would be incurred.

Debate 'commercial' ■ Bid for plug on Oct. 7 Nixon-Kennedy debate has quietly been made by American Heritage Foundation, non-partisan group promoting registration and get-out vote campaigns in cooperation with Advertising Council. It's understood foundation would supply film clip featuring chairman of Democratic and Republican national committees.

As if tv networks didn't have enough trouble reaching agreement on their joint newspaper ad promoting first Nixon-Kennedy all-network broadcast (CLOSED CIRCUIT, Sept. 19), *more trouble developed after it ran. As it finally appeared, ad was signed by ABC, CBS and NBC "television and radio networks," which drew blistering reaction from Mutual on grounds that its radio-only network had been slighted. Mutual authorities claimed they were told in advance that ad, coordinated by Television Information Office, was for tv networks only. They decided against formal protest after ad appeared with plug for radio rivals, but word is that informal complaints were heated.*

Fm boxoffice ■ Medium of fm is being studied by moviemen for special ticket-selling assignment. In talking stage now is fm campaign next month for Warner Bros.' "Sunrise at Campobello." WB agency for this picture, currently in release in five major markets, is Blaine-Thompson Co., N.Y. Roosevelt story is slated for bookings around the country around Thanksgiving holiday.

One less week ■ For first time in decade there'll be no National Television Week, normally observed in November. NAB has no explanation, but it's understood Tv Board did not take up matter at June meeting through it was on agenda. Recent Tv Weeks have been marked by colossal indifference by public and by some of participating associations.

In contrast, National Radio Month has been building up momentum since it graduated from one- to four-week observance, held in May. NAB and related groups have developed intensive promotional campaigns in all parts of country and claim results are rewarding.

British debates ■ Charles Fletcher-Cooke, British M.P. and member of Queen's Council, was so impressed with Nixon-Kennedy appearance last Monday that he proposed to recommend same kind of exposure in British elections. Format problem is involved, however, because candidates do not run for prime minister, but for Parliament, with victorious party then choosing its leader. Mr. Fletcher-Cooke, who participates on weekly tv panel over Granada network, is in U.S. making study for Associated Television on part tv and radio play in elections.

Mr. Fletcher-Cooke also foresees commercial radio in Britain to compete with BBC's non-commercial operation, but feels this will come in "package deal," perhaps in 1964 when recently named Royal Commission will report findings on proposal that second commercial tv operation be established to compete with present Independent Television Authority operations as well as sustaining BBC-TV. Related problems deal with standardization of definition to European system of 625 lines (British use 515) as well as spectrum allocations.

Space study ■ Importance of space communications is underscored in appointment by State Dept. of FCC Commissioner T.A.M. Craven to chairmanship of new government study group to consider policy on international communications by means of space satellite relays, functioning under Telecommunications Coordinating Committee (TCC). Such matters as allocations, interference controls, costs, number of satellites that can be shot into space without creating control problems and methods of policing are all on agenda. Represented on new Craven committee will be NASA (space agency); FCC, Army, Navy and Air Corps, OCDM, Coast Guard and USIA.

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AUG60

(STRONGEST PULSE)

(PHILADELPHIA) - - RADIO STATION WIBG ACHIEVED THE HIGHEST SHARES OF AUDIENCE IN ITS HISTORY, FOR TOTAL RATED TIME PERIODS, ACCORDING TO LATEST PULSE OF PHILADELPHIA /AUGUST, 1960/.

WIBG, A STORER STATION, HAS BEEN CONSISTENT LEADER IN QUANTITY, QUALITY AND BUSINESS ESTABLISHMENTS AUDIENCE, NEWS AND NEW IDEAS IN COMMUNITY SERVICE.

NEW PULSE SHOWS FURTHER GAINS OVER JUNE-1960 WITH ALL OTHER MAJOR STATIONS SHOWING LOSSES IN MORNING AND AFTERNOON PERIODS.

PULSE AUDIENCE COMPOSITION TABLES /MONDAY THROUGH FRIDAY, AUGUST-1960/ GIVES WIBG CLEAR LEADERSHIP IN ADULT AUDIENCE QUANTITY AND COST-PER-THOUSAND. WIBG HAS MORE ADULT LISTENERS IN MORE TIME PERIODS THAN ANY OTHER PHILADELPHIA RADIO STATION.

CONTINUED DOMINANCE OF PHILADELPHIA RADIO LISTENERSHIP, AND RECENT MAJOR GAINS, SOLIDIFIES WIBG POSITION AS "INFLUENTIAL IN PHILADELPHIA."

E1023AJM

Another Great Storer Station
represented by The Katz Agency, Inc.

WEEK IN BRIEF

MR. TODD

Radio: mainstay for Main St.'s banker ■ Out in Jacksonville, Ill., the Elliott State Bank has been in business for nearly a century. Most of that time folks just knew from their fathers and grandfathers that this was a real friendly place to do business. Recently, however, the past decade that is, Elliott has used an additional means to spread the good news. It's called radio and it works fine. Gilbert H. Todd, the bank's assistant cashier and in charge of advertising, tells about it in this week's MONDAY MEMO. Page **22.**

NAB's new president ■ Gov. LeRoy Collins of Florida, who tamed the Democratic conventioneers at Los Angeles in July, is picked as the new association president, succeeding the late Harold E. Fellows—subject to contract formalities and NAB board ratification. Page **27.**

Seasonal invasion ■ Ready to combat colds, and each other, highly competitive cold-remedy advertisers gather strength for fall and winter radio-tv exposure. Page **30.**

Rating on ratings ■ Six top agency-advertiser executives examine the whole area of broadcast ratings for NBC Spot Sales, find the top 10 concept is losing significance in tv; radio is being short-changed by existing services, and the industry needs a single standard for circulation measurement. Page **32.**

Tv billing is $60 million ahead ■ With release of the second quarter spot report, it's possible to take a mid-year look at national tv gross billing. Page **40.**

Whiskey again ■ NAB code office persuades WPIX (TV) New York to hold up campaign for Holland House non-alcoholic cocktail mix because of whiskey bottle in commercials. Campaign for Martini & Rossi vermouth, popular base for martinis, scheduled on four New York stations. Page **42.**

Research competition ■ TvB offers $10,000 in awards for the most promising new plans on how to measure or prove tv's effectiveness on human behavior. Page **44.**

Oh, those actors' fees! ■ Joint negotiation by AFTRA and SAG in the area of commercials and local tv programs begins with networks and producers. Page **52.**

CBS Radio's new format endorsed ■ New program plan is approved without dissent at an "uncommonly harmonious" convention of affiliates. The new plan starts Nov. 28. Page **62.**

Compelling news picture ■ AP Managing Editors Assn. committee acknowledges television news competition in a report recommending a year-long study of tv's impact on newspapers. Page **68.**

Hartford pay tv hearing set for Oct. 24 ■ FCC accedes to RKO General's wish and sets *en banc* hearing on Hartford application for a three-year subscription-tv trial. Page **74.**

Politics revamped ■ First joint tv "debate" between Kennedy and Nixon draws alltime record audience, stirs public and newspaper comment and promises to revolutionize political campaign techniques. Page **88.**

DEPARTMENTS

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P

Pow·er

(pou-ĕr) *n.*

1. capacity for action

2. *e.g.* **wmca**'s tradition of exposing "unpopular" issues.

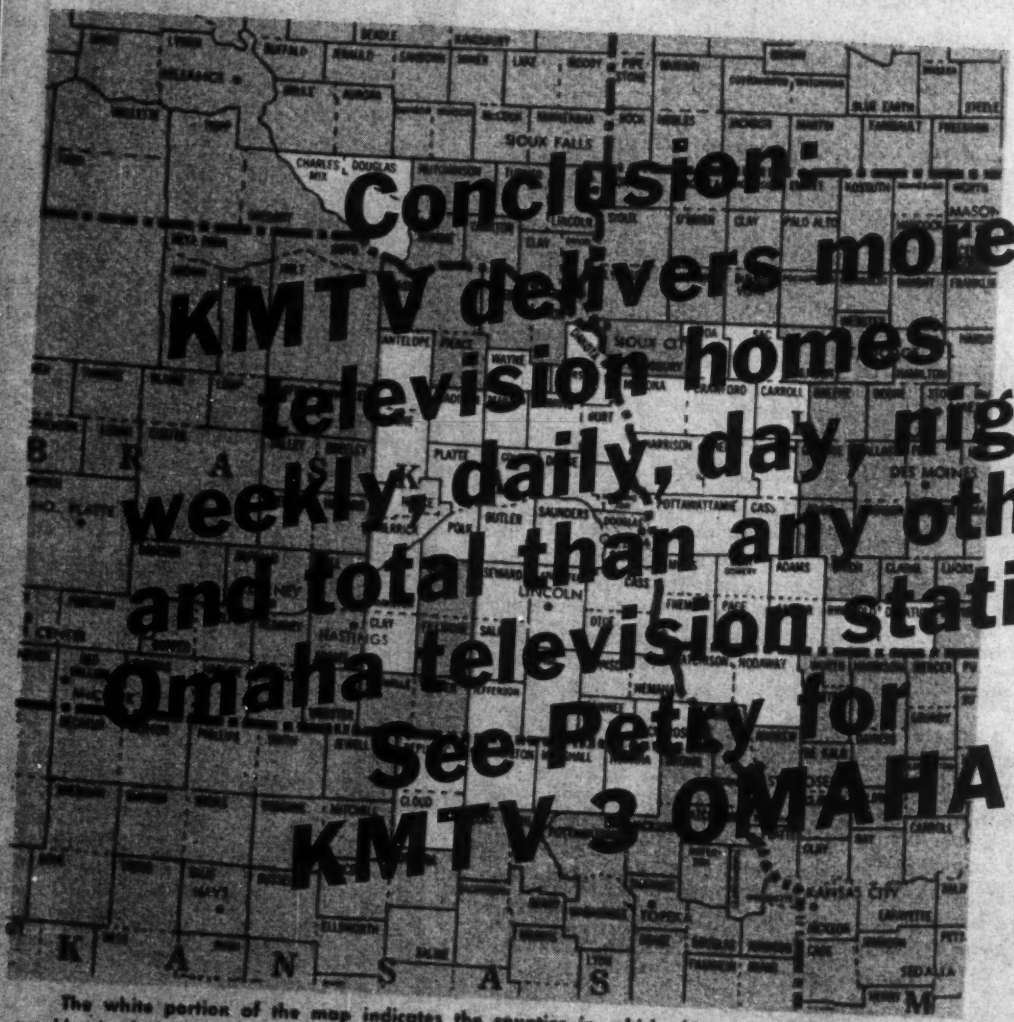
the straus broadcasting group

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL

ARB 1960 COV



The white portion of the map indicates the counties in which this station obtained a net weekly circulation of at least 5%. Home-county for the station, in which Net Weekly Circulation was also 5% or more, is shown with cross-hatch shading.

The locations of principal commercial TV stations are indicated on the map.

Counties which were clustered for reporting purposes are so indicated by a dotted line (instead of solid) between them. In a few instances, it was necessary to indicate clustered counties by means of underlining.

MA
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TV
ABL
AUD
NET
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NET
AVE
AVE
AVE
NUM
* Perce

AMERICAN RESEARCH

WASHINGTON NEW YORK CH

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT · DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

Comments flood FCC over vhf drop-ins

Comments pro and con on FCC's proposal to drop in vhf channels in markets needing third or more vhf outlets at less than present minimum mileage separations flooded into commission Friday, deadline for comments on rulemaking.

Favoring move, which also involves changes in adjacent channel mileage separation and use of directional antennas, was host of uhf grantees and prospective applicants for tv. Opposing were most established vhf stations. General attitude was similar to stations and groups filing earlier (see page 76).

CBS proposed vhf drop-ins at 12 cities and asked FCC to consider public investment in tv sets, implement rulemaking on over-all instead of case-by-case basis and to define "important markets" as those with more than 70,000 tv homes. CBS also suggested some existing outlets in such markets could be "moved in" closer on substandard basis.

NBC said it would not object to commission's proposal to drop in vhf channels but urged that FCC itself set up list of cities needing such aid rather than permitting helter skelter moves. It suggested that no interim vhf assignments be made to any tv market with less than 400,000 population. Network also opposed any changes in tv rules or standards at this time. Since vhf short-mileage drop ins require exceptions to present rules, there is no need to change rules in same proceeding, NBC said.

RCA submitted report of Dr. George H. Brown, RCA engineering vp, on feasibility of directional antennas for tv. Conclusion: Use of DAs is feasible and might help in current problem. RCA made no comment on reduction of mileage factors or other considerations in rulemaking proposal.

CBS Radio affiliates hear Wash. appraisal

For broadcasters, Washington is everybody's business. Maintaining high standards won't guarantee immunity from governmental attack, but letting down those standards will guarantee "ultimate defeat" for broadcasting. This theme was stressed by Richard Salant, CBS vp, in address at closed session of CBS Radio Affiliates Convention preceding day (see story page 62).

Broadcasters' best defense against governmental encroachment, especially in programming, "is careful and temperate presentation of our viewpoint [along with] good programming schedule," Mr. Salant said.

Mr. Salant expected Justice Dept. would "sooner or later" challenge tv option time's legality in court, but hoped issue would remain limited to television. He said network regulation, which he expected to be big issue in next congressional session, need not be "disastrous" but could be, depending on what tack it takes.

In another closed-session speech to CBS Radio affiliates, CBS Inc. President Frank Stanton said Nixon-Kennedy joint appearance on all networks "marked the broadcasting industry's greatest single step forward since March 13, 1938, when CBS Radio's *World News Roundup*, in its first broadcast, presented on-the-scene reports of Hitler's entry into Vienna." He estimated 8 million heard first Nixon-Kennedy discussion on radio, in addition to 75 million on tv. In follow-up observation Friday, Dr. Stanton said "one of the most significant aspects" of Kennedy-Nixon encounters "is the exposure of both sides to both sides."

ABC Radio adds nine

ABC Radio has added nine affiliates bringing network total to 325, Robert R. Pauley, ABC vice president in charge of radio network, announced last week. New stations are KAGT Anacortes, Wash.; WMEK Chase City, Va.; KOOS Coos Bay, Ore.; WWHG Hornell, N.Y.; KAAB Hot Springs, Ark.; KWBA Houston; WPGW Portland, Ind.; KFMJ Tulsa, and WNSM Valparaiso, Fla. Stations will clear for all network programming, Mr. Pauley said, and bring ABC Radio coverage figure to 47,472,000 radio homes, or 96% of radio homes in country.

Political panelists

Newsmen panelists to appear on networks' pooled telecast Oct. 7 of second Kennedy-Nixon tv discussion in Washington were announced Friday (Sept. 30). Networks selected two—Edward P. Morgan of ABC and Paul Niven of CBS—while Harold Levy, Washington correspondent for *Long Island Newsday*, and Alvin Spivak, United Press International Washington staff, were chosen by lot from correspondents traveling with presidential candidates. Pierre Salinger, news secretary to Sen. Kennedy, and Herbert G. Klein, news secretary to Vice President Nixon drew names. Frank McGee of NBC News will be moderator (see earlier story, page 88).

Hollywood stars face FCC study

Top-flight tv film performers and production chiefs will testify Oct. 10 before FCC in Los Angeles when hearing on tv programming convenes Oct. 10 in U.S. Court of Appeals there.

Witnesses, announced Friday by Chief Hearing Examiner James D. Cunningham include: Dick Powell, Four Star Films; Ozzie Nelson, Stage Five Productions; Desi Arnaz, Desilu Productions; Loretta Young, Toreto Films; Don W. Sharpe, Sharpe Enterprises; Don Fedderson, Fedderson Productions; William T. Orr, Warner Bros.; William Dozier, Screen Gems; Peter G. Levathes, Fox Television; James A. Schulke, Paramount Television; George Shupert, MGM; Frank Cooper, Cooper Assoc.; Taft Schreiber, Revue Productions.

Hearing is continuance of network study by FCC which so far has led to reduction in option time and displacement of networks from spot representation.

Borel new chairman of CBS-TV affiliates

Richard A. Borel, WBNS-TV Columbus, Ohio, is new board chairman of CBS Television Affiliates Assn., succeeding William Quarton, WMT-TV Cedar Rapids, Iowa. Tom Chauncey, KOOL-TV Phoenix, Ariz., was elected secretary succeeding Mr. Borel. Board members are Paul Adanti, WHEN-TV Syracuse, N.Y.; Glenn Marshall Jr., WJXT (TV) Jacksonville, Fla.; Tom Baker Jr., WLAC-TV Nashville, Tenn.; August C. Meyer, WCIA (TV) Champaign, Ill.; Donald Sullivan, KVTV (TV) Sioux City, Iowa; J. C. Kellam, KTBC-TV Austin, Tex.; George Whitney, KFMB-TV San Diego; Art Mosby, KMSO-TV Missoula, Mont., and Joe Bauer, WINK-TV Fort Myers, Fla.

AT DEADLINE CONTINUED

■ Business briefly

Accounts shift ■ Boyle-Midway, as expected, has parceled out its product business to agencies already handling other advertising for American Home Products of which B-M is division. Account, worth estimated $4.5 million in yearly billing, left J. Walter Thompson. New appointments effective Nov. 1. They involve Ted Bates (Aerowax, Black Flag insecticides and Sani-Flush), Tatham-Laird (Aero-Shave, in addition to B-M products Griffin shoe polishes and Easy Off oven cleaner and Easy window spray already at agency) and Cunningham & Walsh (Wizard deodorizer to add to Easy On spray starch which already is handled by Cunningham & Walsh).

WEEK'S HEADLINERS

MR. DIETRICH

MR. LYONS

George S. Dietrich, director of NBC Radio Spot Sales since 1955, promoted to station manager of WNBC-AM-FM New York. Position has been unfilled for eight months. **Frederick T. Lyons Jr.,** eastern sales manager of NBC Radio Spot Sales, succeeds Mr. Dietrich as director. Both appointments are effective today (Oct. 3). Mr. Dietrich joined NBC Spot Sales as account executive in 1950, moved up to eastern sales manager in 1953, national sales manager in 1954 and then director. Mr. Lyons came to NBC as analyst in Spot Sales in 1951. He was appointed account executive in 1951, manager of central division in 1956, and eastern sales manager in 1957.

MR. SULLIVAN

MR. BOLTE

MR. SEAMAN

Raymond F. Sullivan, founder chairman of Sullivan, Stauffer, Colwell & Bayles, N.Y., elected chairman of executive committee. **Brown Bolte,** SSC&B's president, named vice chairman, and **Alfred J. Seaman,** who was vice chairman and chairman of executive committee, elected president in realignment announced by S. Heagan Bayles, chairman of board and chief executive officer. Mr. Bayles said changes were made to provide greater concentration on client service, resulting from agency's growth which he described in terms of current $65 million billing, or 63% over total of two years ago. Mr. Seaman left Compton Adv. in April 1959 where he was executive vp and creative director to take top level post with SSC&B. Mr. Bolte had been executive vp of Benton & Bowles, leaving that position in 1958 to become SSC&B's president. Mr. Sullivan is one of agency founders, had been president before becoming board chairman in 1958 and founder chairman in June of this year (BROADCASTING, June 6, 1960).

C. M. Rohrabaugh, board chairman and chief executive officer of Kudner Adv., New York, has relinquished his title of chief executive officer but will continue as chairman. Mr. Rohrabaugh had planned to retire at end of this year but at request of agency's board he has agreed to continue as chairman. **Charles R. Hook Jr.,** Kudner president, becomes chief executive officer and **Robert Betts,** vice president and copy chief, has been elected senior vice president and member of board and of executive committee.

MR. REEVES

MR. SEYMOUR

George C. Reeves elected to newly-created executive vp post and **Dan Seymour** to executive committee in changes announced Friday at J. Walter Thompson Co. in N.Y. Mr. Reeves has been manager of JWT's Chicago office since 1951 after having headed creative services there starting in 1944. He joined JWT as a copywriter in Cincinnati in 1929. Mr. Seymour is vp and director of radio-tv and member of board, assuming former on joining agency in 1955 and becoming elected to the latter in 1958. Prominent figure in radio (and later tv) for years, Mr. Seymour started in radio in 1935 with Yankee Network in Boston, was with CBS in New York, leaving in 1940 to freelance, was associated for 13 years with *We the People,* joining Young & Rubicam where he served for six years, becoming member of plans board and vp in charge of radio-tv. Also announced in new shifts—which agency emphasized were first major ones since last June when its President **Norman Strouse** also became chief executive officer and, it indicated, were tied to his emphasis on creative phases of advertising services—were elections of **Wallace Elton,** vp and director, to executive committee, and **William D. Laurie Jr.,** manager of Detroit office since 1959, to board of directors.

MR. WHITE

Henry White, national sales manager of Screen Gems Inc., New York, resigns to join WNTA-TV New York as vp and general manager, effective today (Oct. 3), filling vacancy created when **Malcolm Klein** joined KHJ-TV Los Angeles as vp and general manager several months ago. Mr. White served Screen Gems for six years, and earlier had been manager of the Biow Co., New York, and associated director of network programs CBS-TV.

Carl Lindemann Jr., vp of program sales, NBC-TV, since last April, elected program vp for California National Productions, NBC's film syndication subsidiary. Mr. Lindemann, who joined NBC in 1948, had been network's vp for daytime programming for year prior to his appointment in program sales.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

CENTRAL PENNSYLVANIA CHAMP

WFBG, Altoona, always head and shoulders above the pack is better than ever. Now with 5000 watts, WFBG covers 4½ times the area and double the population. And look at these records:

- **Ratings nearly double competition**
- **1st in every measured time period**
- **5 times the power of 2nd station**

Want to check the figures? Ask your McGavren man to trot out his tape measure.

Sources: Kear and Kennedy, Washington, D.C., January 22, 1959/Pulse, Altoona City, Pa., March 7-25, 1960, 6 A.M.-12 Mid., Mon. thru Fri.

A TRIANGLE STATION

W F B G

ALTOONA, PENNSYLVANIA

1290 kc • Daren F. McGavren Co.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N.Y. / **WFBG-AM • FM • TV,** Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV,** Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM,** Fresno, Cal.
Triangle National Sales Offices: 485 Lexington Avenue, New York 17, New York/ 3440 Wilshire Blvd., Los Angeles 5, Calif. / 6404 Sharon Rd., Baltimore 12, Md.

Here's the prescription for sales success: advertise on WPAT. A balm to Greater New York, we're a positive tonic to the men who make and market America's leading drug products, cosmetics and toiletries. Listened to throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes, WPAT is heard and preferred, among other places, in more of the Metropolitan area's 6,000 independent retail pharmacies than any other station. That's what we call point-of-purchase penetration in depth. And there's no doubt that it moves merchandise. Which probably explains why our drug product, cosmetic and toiletry advertising has increased 327% in the past three years, thanks to advertisers like these: *Bell Mack Laboratories, A. Brioschi, Bristol-Myers, Colgate-Palmolive Company, Coty, Lever Brothers, Miles Laboratories, Pomatex, Prince Matchabelli, Schick, Shampion, Shulton, Squibb Pharmaceutical, Sterling Drug, Warner-Lambert Pharmaceutical.* All of them have advertised on WPAT . . . the station with the look of success.

WPAT
&
WPAT-FM

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

***Oct. 4—Broadcast Pioneers,** New York and Philadelphia chapters, dinner party. 6 p.m. in Crystal Suite of Savoy-Hilton Hotel, New York. A special award will be presented to Dr. V.K. Zworykin of RCA.

Oct. 4—Los Angeles Ad Club luncheon at Hotel Statler. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a Radio Day program.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4—NAB Tv Code Review Board meeting, NAB Headquarters, Washington. Girdle-bra advertising and theatrical film clips used in tv promotion are among board problems. Plans will be drawn for integration of code operations among Washington, New York and Hollywood offices.

Oct. 4-5—Advertising Research Foundation annual conference, Hotel Commodore, N.Y. Speakers include Arthur Hull Hayes, president of CBS Radio; Peter Langhoff, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.

***Oct. 5-6—New Jersey Broadcasters Assn.** annual convention. Traymore Hotel, Atlantic City, N.J.

Oct. 5-8—Radio Television News Directors Assn. Annual international convention. The Queen Elizabeth, Montreal, Quebec, Canada. Among key speakers: FCC Chairman Frederick Ford, at Thursday (Oct. 6) luncheon, on "FCC and Broadcast News," and Lester B. Pearson, Nobel Prize winner and leader of the Canadian Liberal Opposition Party, Saturday (Oct. 8) awards dinner.

Oct. 6—WHA Family Dinner. 6:30 p.m. in the Great Hall of the Memorial Union, U. of Wisconsin, Madison. Charles A. Siepmann, chairman, Dept. of Communications in Education, New York U., will be the featured speaker.

Oct. 6—NAB Broadcast Engineering Conference Committee. NAB headquarters, Washington, D.C.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

***Oct. 8—Florida UPI Broadcasters** fall meeting. Silver Springs, Fla.

Oct. 9-11—North Carolina Assn. of Broadcasters fall meeting. Battery Park Hotel, Asheville, N.C.

Oct. 10—Federal Communications Bar Assn. annual outing. Manor Country Club, Washington, D.C.

Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10—Hollywood Ad Club luncheon at Hollywood Roosevelt. Jack Izard, advertising manager, Chevrolet Div., General Motors, and Phil McHugh, John Thornhill and Hugh Lucas of Campbell-Ewald, will join in the HAC salute to Dinah Shore, guest of honor.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 10-13—Fourth annual Industrial Film & Audio-Visual Exhibition. Trade Show Bldg., New York. Agenda includes closed-circuit presentations; speech by Robert L. Lawrence, president of New York production firm bearing his name on "What Makes a Selling Commercial?" screening of Venice Film Festival commercials and workshop-luncheon by Radio & Television Executives Society on educational television, New York tv consultant Sol Cornberg, chairman.

Oct. 11—Chicago Broadcast Advertising Club's first monthly luncheon meeting of 1960-61 season. Speaker: A. C. Nielsen Sr., board chairman of audience measurement and research firm bearing his name.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

Oct. 12—Radio & Television Executives Society Production workshop, "For Prophets and Profits" Hotel Roosevelt, New York.

Oct. 12—Western States Advertising Agencies Assn. monthly dinner meeting at Nikabob Restaurant, Los Angeles. Marvin Cantz of Tilds & Cantz Adv., will be chairman of session on media-agency relations.

Oct. 13—National Assn. for Better Radio & Television, annual institute for tv-radio chairmen. Los Angeles Chamber of Commerce Bldg, 10 a.m.-2 p.m. James D. Cunningham, FCC chief hearing examiner, will speak at luncheon.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall creative convention. Bismarck Hotel, Chicago.

Oct. 14—South Carolina AP Broadcasters. Columbia, S.C.

***Oct. 15-16—Kansas AP Radio-Tv** members meeting. Hotel Kansan, Topeka.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations. Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on High Speed Photography, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

Oct. 17-19—Kentucky Broadcasters Assn. annual fall meeting. Kentucky Dam Village State Park, Gilbertsville, Ky.

Oct. 18—Assn. of Maximum Service Telecasters board of directors meeting. Sheraton-Carlton Hotel, Washington, D.C. Jack Harris, vice president and general manager of KPRC-TV Houston, will preside.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 19—Radio & Television Executives Society round table, joint affair with American Women in Radio and Television. Hotel Roosevelt, New York.

Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

Oct. 20—Publicity Club of Los Angeles seventh annual clinic. Statler-Hilton Hotel, Los Angeles. "Anatomy of Communications" is the clinic theme.

***Oct. 22-23—Missouri AP Radio-Tv** members meeting. Hotel Missouri, Jefferson City.

Oct. 23-26—Central Canada Broadcasters Assn. annual meeting, Montreal, Que.

***Oct. 24—FCC** begins hearing en banc application of Hartford Phonevision Co. (subsidiary of RKO General Inc.) for authority to conduct trial pay-tv operations over its newly acquired WHCT (TV) Hartford, Conn. (see story in this issue).

Oct. 25—Colorado Broadcasters Assn. general membership meeting in conjunction with NAB Fall Conference. Hilton Hotel, Denver.

Oct. 25-26—Engineering section, Central Canada

WDAF and WDAF-TV

KANSAS CITY, MISSOURI

announce the appointment of

Edward Petry & Co., Inc.

as National Sales Representative effective October 1st

Transcontinent Stations

How Come **CHANNEL 10** Stays Perennially On Top in the **Rich Rochester N. Y.** Area?

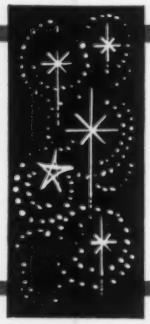
COULD BE BECAUSE:—

we have the **POWER**

Yes, thanks to our new 316 KW (maximum power) transmitter, we now speak to more than a million Western New Yorkers with a stronger voice—look at them with a brighter eye! Our primary coverage area is considerably extended!

we have the **SHOWS**

We offer our viewers the very finest programs of two major networks—CBS and ABC—a galaxy of great stars in a brilliant host of new shows and old favorites! We also offer News-Weather-Sports, complete and accurate, twice nightly at 6:30 and 11:00 P.M.—plus many other fine, live local shows, and the great MGM movies.

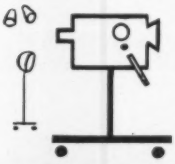


we have the **KNOW-HOW**

Not only do we possess the technical know-how that guarantees best-quality production, but being Rochester-owned, we understand the wants and whimsies of the people of this area, give them what they want, know how to promote our station and our programs in the most effective manner.

we have the **FACILITIES**

Now that we have the very latest in Videotape, our facilities, both in equipment and personnel, leave nothing to be desired. Our well-trained engineers and production staffs welcome the constant challenge of handling live shows and live commercials in truly expert fashion.



we have the **WILL**

Perhaps our BEST quality is our ceaseless will to *please!* We are intensely proud of our consistent leadership in Rochester, and we are determined to maintain it!

Adequate power, top-notch programming, expert know-how, modern facilities and the resolve to please and satisfy—every one of these things is *essential* to a successful television station—and these are the things that attract and hold our ever-increasing number of sponsors.

CHANNEL 10

(WVET-TV • WHEC-TV) CBS BASIC • ABC AFFILIATE

THE BOLLING CO. INC. • NATIONAL REPRESENTATIVES • EVERETT-McKINNEY, INC.

Broadcasters Assn., King Edward Hotel, Toronto.

Oct. 26—Radio & Television Executives Society newsmaker luncheon. Hotel Roosevelt, New York.

***Oct. 27—Los Angeles Chapter, Academy of Television Arts & Sciences**, membership meeting. 8 p.m., Beverly Hilton Hotel. Local awards to people, programs and stations in Los Angeles area will be presented.

Oct. 27-28—Council on Medical Television's "Teaching with Television: An Institute for Medical Educators." Tv fundamentals and application to medical instruction will be discussed. U. of Florida College of Medicine, Gainesville. Friday meeting in Jacksonville, Fla.

***Oct. 27-28—North Dakota Broadcasters Assn.** annual meeting. Gardner Hotel, Fargo, N.D. The board of directors will meet the evening of Oct. 26.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 3-4—Ohio Assn. of Broadcasters fall convention. Columbus Athletic Club, Columbus, Ohio.

***Nov. 4-5—Country Music Festival**, ninth annual jamboree sponsored by WSM Nashville, Tenn.

Nov. 5-6—Missouri Broadcasters Assn., Lennox Hotel, St. Louis.

Nov. 13-16—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

***Nov. 13—Annual seminar for promotion managers** of radio and tv stations represented by **Edward Petry & Co.**, at 3 p.m. in Continental Suite, Sheraton-Charles Hotel, New Orleans. Held in conjunction with Broadcasters' Promotion Assn. convention.

Nov. 14-16—Broadcasters' Promotion Assn. annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 17-18—Tennessee Assn. of Broadcasters meeting. Peabody Hotel, Memphis.

Nov. 18—California Broadcasters Assn. annual meeting, Fresno.

Nov. 18-19—Oregon Assn. of Broadcasters meeting, Salem, Ore.

AWRT Conferences

Oct. 7-9—AWRT Heart of America conference. Chase Hotel, St. Louis.

Oct. 15—AWRT central New York chapter. Sheraton Hotel, Rochester, N.Y. Theme: "Politics, Plugs & the Woman Broadcaster."

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

C.R.C. ANTICIPATES RADIO'S NEEDS!

The Holiday Series: saluting America's Best!
The Singing Clock: 720 custom time jingles — electronically cued!
Jingles of the Month: customized TOP-40 parodies!
The Trademark Series: unexcelled variety of thematic I. D.'s!

AND NOW

RADIO U★S★A

THE WONDERFUL WORLD OF MUSIC AND FUN!

INCLUDING

20 Brilliant New C.R.C. Jingles — Compatible for AM or FM. Highlighting entertainment, service and fun!

20 Hilarious vignettes — Featuring Mel Blanc, Hal Peary, Sterling Holloway, and more! Custom-Designed for zestful breaks.

20 Exciting musical bridges by Don Elliot, composer of the fun-filled "Thurber Carnival" score. Complete, varied—refreshingly modern.

60 GREAT RADIO AIDS

★★★★★★★★★★★★★★★★★★★★

CALL OR WRITE

COMMERCIAL RECORDING CORPORATION

P. O. BOX 6726 ★ DALLAS 19, TEXAS
Riverside 8-8004

The nation's leading creators of quality musical productions

There's more to

There's **WJXT** in Jacksonville, where booming business eclipses the sun as the major attraction! Hub of the phenomenal Northeast Florida-South Georgia region, WJXT *alone* covers 65 counties vs. only 39 for the second-best station. Ratings? Quarter-hour wins? Share of audience? No matter how you figure it, no matter which rating service you use, day or night, in Jacksonville itself or in the entire region, WJXT *consistently* delivers thundering leads.

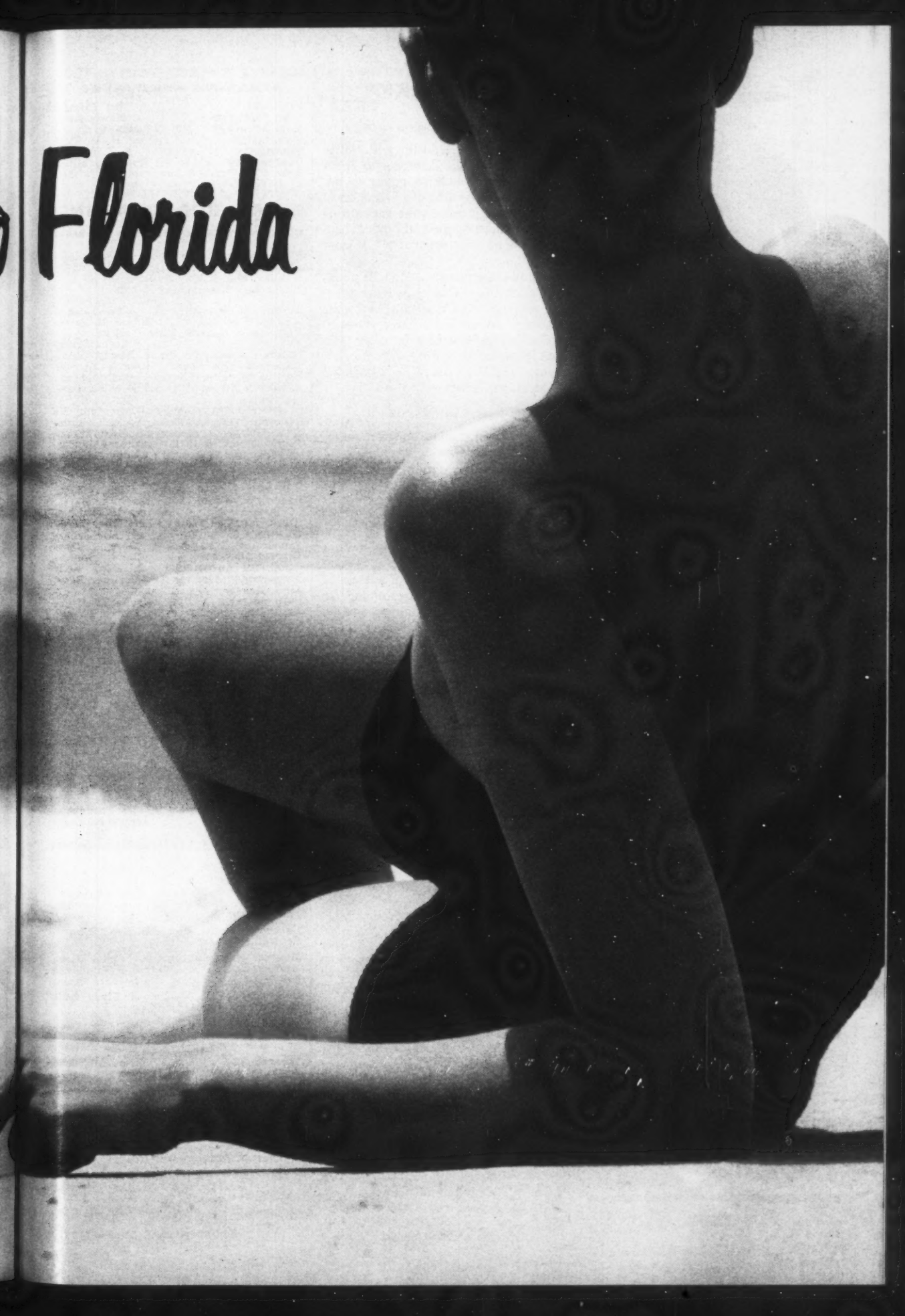
WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D.C.*


Florida

It's not my habit to raise my voice,
old fire-stomper, except when
reasoning with the mule,
so excuse me if I strain my
glottis a bit to say that . . .

COLUMBIA, SOUTH CAROLINA, IS THE STATE'S BIGGEST METROPOLITAN AREA

. . . now 257,961, an increase of 71,117 (38.1%) in the new 1960 Census. And, if you'll pardon my shouting, Columbia is also the

SECOND BIGGEST METROPOLITAN AREA IN THE TWO CAROLINAS

. . . second only to Charlotte (270,951), according to the same Census Bureau's figure-filberts! And naturally you know WIS-TV delivers pretty near the whole state for one easy buy. Join, old tiger!

Yours for sales:
Major Ambrose W. Sellingforce
(the W is for WIS-TV, the Major Selling Force of South Carolina)

WIS-TV NBC/ABC
COLUMBIA, SOUTH CAROLINA
a station of
THE BROADCASTING COMPANY OF THE SOUTH
WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.

OPEN MIKE®

SCBA's view of KYA plan

EDITOR: Have just read the editorial in your Sept. 19 issue referring to KYA and its recently adopted policy to adhere to certain commercial standards. I don't feel that it reflects the very strong opinions voiced by me and other broadcasters about your original KYA story Sept. 5.

I think after perusal of the 16 points outlined by Mr. [Mort] Wagner [general manager of KYA] you will agree that they are certainly not revolutionary and should not be referred to as a great crusade for purity.—*Robert M. Light, President, Southern California Broadcasters Assn.*

Agencies 'hear' radio

EDITOR: Cheers, kudos, congratulations and hooray for the fellows at WBZ Radio in Boston, who have given us media people an extraordinary profile of their station programming in their entertaining 33 rpm record entitled "Landay-Nelson Report."

How we wish other radio stations around the country would follow suit and give us such an excellent telescoped version of the day's programming, so we could determine station personality through listening as well as through the paper offerings, program schedules, personality poop sheets and rating reports.

Until the day when we have unlimited expense accounts and the time to chase around the country listening to radio for ourselves, this compact, 10-minute air check of a station's round-the-clock programming is a revolutionary help.—*Liz Vosberg, Radio-Tv Dept., Wermen & Schorr Inc., Philadelphia.*
P.S.: That promotion pitch on the Pulse report was not lost or ignored, either.

[WBZ's special air-check promotion record which tied-in with new Pulse report was mailed Aug. 30 to 750 agency timebuyers in New York-Philadelphia. Cost involved? Using its own talent and production facilities at no extra expense, WBZ spent $300 for pressing, $150 on postage. Another $2,450 was spent on supporting promotional materials to go with the discs, backed by $9,000 in trade advertising.—THE EDITORS.]

Movies & news at KHJ-TV

EDITOR: The "great news" of KHJ-TV Los Angeles' new format as described in your Sept. 19 issue (page 66) is enough to make one shudder, and pray that the FCC takes immediate note of the programming policy of this station in relation to its "promises" in its application for license. If the juke box operation of radio spreads to television, I hate to think of what will happen to "operation in the public in-

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Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office
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This man has a complete radio station in his brief case. He has microphones and consoles, towers and transmitters: the wide array of equipment it takes to put a radio station on the air—even a building. This man is a Collins broadcast sales engineer.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

Buyers who know the best are snapping it up . . . **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series – BEST OF THE POST – for your market!

ITC

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

terest." This is particularly disheartening in light of what seemed to be a trend to better programming and recognition on the part of broadcasters that there is an audience for public affairs programs. . . . —*Henry H. Mamet, Executive Director, Broadcasting Commission, Chicago Board of Rabbis.*

Radio news sales success

EDITOR: Bless your heart for the beautiful write-up in this week's BROADCASTING (Sept. 19, page 49) . . . First Federal has had several calls from out-of-state savings and loan companies as a result of the article.—*Gene V. Grubb, Radio Sales Manager, KOA Denver.*

[The story reported how First Federal Savings & Loan Assn. of Denver had built up its business volume by using radio news broadcasts.—THE EDITORS.]

Buck Bunny rides again

EDITOR: In a recent issue (Aug. 15. page 20), we note in the MONDAY MEMO from Patricia Burns Perkins, "How many years for a tv spot?," the paragraph referring to Fulton Shaw as the trainer for the original Buck Bunny for the first Coast Federal commercial.

Mrs. Perkins was no doubt not sufficiently informed. This rabbit was trained here at Animal Behavior Enterprises' Hot Springs training farm and was sent to the West Coast where Mr. Shaw, who was at that time our West Coast representative, handled the rabbit under our instructions for the film company who shot the film.

Buck Bunny, incidentally, although about nine years old, is still hale and hearty and has been performing his coin-in-the-bank routine all summer as a live attraction.—*Keller Breland, President, Animal Behavior Enterprises, Hot Springs, Ark.*

Moral Re-Armament films

EDITOR: With reference to your interesting article describing the new Moral Re-Armament tv film production studio (BROADCASTING, Sept. 12), the new musical color film "The Crowning Experience" will have its Broadway debut Oct. 21 instead of Oct. 15, originally set as tentative starting date.

MRA films are already available to tv stations in this country. They include "Freedom," the first full-length all-African color film; "The New American," American youth in a dramatic cure to student rights, and "Light of Tomorrow," a stirring story of answer to communism in industrial Italy. These and other films are obtainable from MRA, 640 Fifth Ave., New York 19, N.Y.

MRA is financed by the sacrifice of thousands of patriotic Americans and is entirely supported by voluntary contributions. "Freedom" and other films already have been requested for many tv stations. The film of the German coal miners' play, "Hope," will shortly be available.

Dr. Frank N. D. Buchman is the Pennsylvania-born initiator of MRA. Managing director of Scottish television is James M. Coltart.—*Garrett R. Stearly, Director, Moral Re-Armament, Mackinac Island, Mich.*

Young 'n' growin'

EDITOR: It is a pleasure to inform you that our young organization now has its second station on the air, even though our corporation, The Mitchell Broadcasting Co., is less than eight months old. We took over the ownership and management of KGRN on Feb. 1, 1960, and recently our baby KNIA in Knoxville, Iowa, went on the air.

As president of the corporation I also manage KGRN and Robert C. Betts, vice president, is manager of KNIA. Betts was formerly news director of KIOA Des Moines, where I was program director. On the staff of KNIA is Smokey Smith, an air personality also from Des Moines where he performed for KRNT; Larry Heaberlin of KNIM in Maryville, Mo., and Don Dye, who came from Austin, Minn.

I have been told that at 27 I am the youngest two-station owner in the U.S. and would be willing to make that claim to your readership.—*Forrest (Frosty) Mitchell, Manager, KGRN Grinnell, Iowa.*

Japanese translation

EDITOR: The following articles in your BROADCASTING are very interesting. And I wish to translate them and insert in our semi-annual publication called *The Kaigai-Joho* . . . [From the] April 4 issue [of your publication]: "Spring preview of fall pilots." April 25 issue: "Radio-tv take off in aircraft." June 20 issue: "Pay tv by wire or on the air?"

Our *Kaigai Joho* is distributed among our staff and a small portion of it is given free of charge to public libraries, colleges and commercial broadcasting stations.—*Ichiro Nihira, Director, Radio and Television Culture Research Institute, Japan Broadcasting Corp., Tokyo, Japan.*

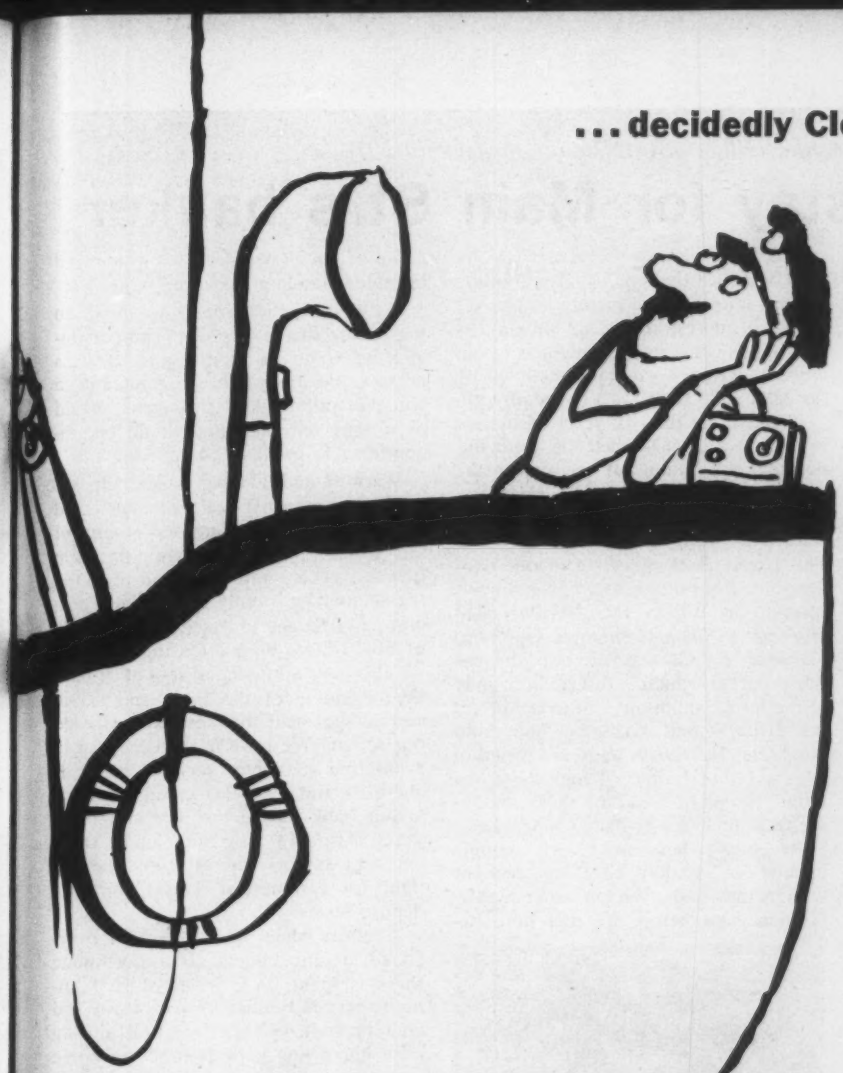
[Permission granted.—THE EDITORS.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

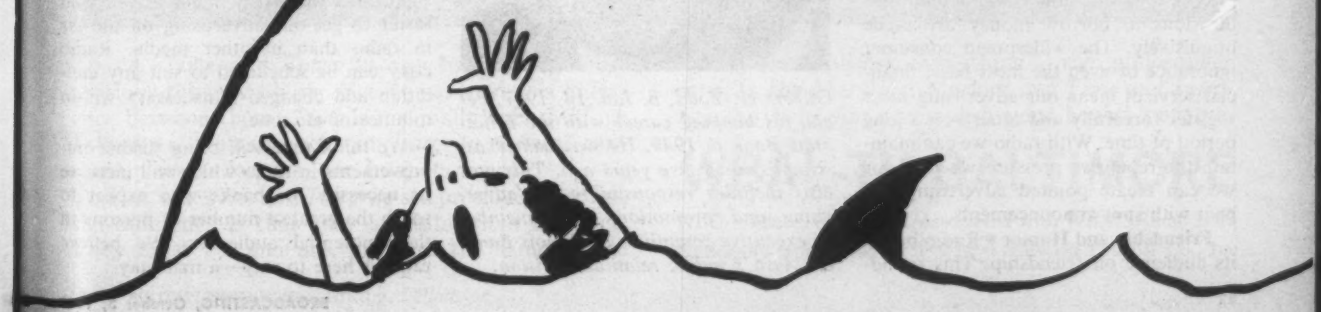
. . . decidedly Cleveland's #1* station



A spot announcement on WHK is the only way she can get through to him now. For she's not the only one who's overboard. He is, too—overboard for Metropolitan's brand of news, service and showmanship which finds WHK swimming in listeners and advertisers. Is your product in competition-infested waters? S.O.S. Blair, or V. P. & General Manager Jack Thayer. Just call EXpress 1-5000.

Cleveland WHK
A station of the Metropolitan Broadcasting Corporation

FIRST THINGS FIRST: WHK



*HOOPER, 26.9% a.m., 34.9% p.m., all day average 31.1%. (Next station: 22.3%.) PULSE, 21.1% average total share of audience, in and out of home, June, 1960. HOOPER, Business Establishment Survey, 22.3%—9 a.m.–5 p.m. Mon.–Fri., August, 1960.

MONDAY MEMO

from **GILBERT H. TODD,** *assistant cashier, Elliott State Bank, Jacksonville, Ill.*

Radio: mainstay for Main St.'s banker

Radio—that strong, vibrant media that surrounds us every hour of the day and night with its fresh vitality—sounds of news, music and service. But radio is more than a public service. It is an increasingly important factor in bank advertising.

Surveys continue to show that banks spend more for radio each year and that radio is second only to newspapers in popularity as a bank advertising medium. And people—our customers—are listening to radio more than ever.

Banks in some respects have traveled a rocky road in recent years. To enumerate a few of the problems: savings and loan competition has grown, bank operating costs have skyrocketed, interest rates have been difficult to maintain at competitive levels, and public indifference to thrift and public ignorance of many bank services have continued. Widespread resentment of the "impersonal banker" image still exists.

One answer to these problems has been to step up our selling efforts. This means more vigorous and effective advertising. Advertising volume is not enough. To be effective, we need the right kind of advertising.

The Reach of Radio ■ Radio reaches almost 100% of the prospective savers and borrowers. It reaches people no matter what they earn, no matter where they live. Radio can pinpoint the male audience we want. Our primary target is men, the principal family wage earner and decision maker in finances. Radio persuades the highly influential female, too, and it can influence the children, our customers of tomorrow.

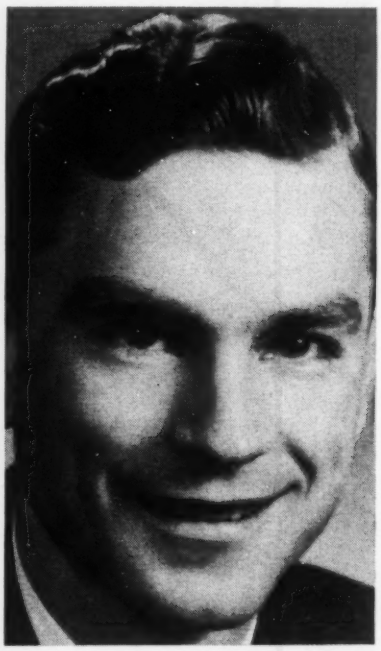
Radio gets to the important suburban family. Suburbanites are in the market for new cars, appliances and furniture, so they're top prospects. Radio forces attention. No other ad nearly competes with our message, so our ad—"headlined" and standing alone—must catch the listener's ear. It's how well we tell our story that counts.

Radio furnishes repetition and impact to build good saving habits. Thriftiness is a habit, not a whim, and few decisions to borrow money are made impulsively. The widespread consumer ignorance of even the most basic financial services mean our advertising must register forcefully and often over a long period of time. With radio we can maintain the repetitive pressure we need, or we can create pointed advertising impact with spot announcements.

Friendship and Humor ■ Radio builds its audience on friendship. This friendship is loyal because it presents to the local audience the type of programming that fits into the local picture and serves the local interest. The ideal situation is for the program to be presented by an individual who is generally accepted by the bank and listener as a friend of both.

In our more than 10 years of success in radio we have learned the great importance of humor. If we can make people laugh, smile or feel pleasantly toward us, we have come a long way toward creating a satisfied customer. This is one main objective of our two-year-old, five-minute daily program we sponsor on WLDS Jacksonville called *Over the Fields and Furrows.* Our farm manager, Ed Garlich, presents the entire program, which is directed not only to the farm community but to the urban housewife as well, giving her household hints, etc. He always ends the program with a bit of humor "From the Corn Crib." His picture and the radio column are reprinted in a daily paper here.

Recently when an elderly couple opened a $40,000 checking account with us they said, "We felt we knew Mr. Garlich even before we met him, because of the warmth of his voice and his understanding message."



Gilbert H. Todd, b. Jan. 14, 1927, began his banking career with the Elliott State Bank in 1949. He was named assistant cashier five years ago. This post also includes responsibility for advertising and promotion. He's member of executive committee of Illinois Bankers Assn.'s public relations division.

We believe radio helps to mold an impression of the character and personality we want the Elliott State Bank to possess. People would be reluctant to come in our bank if they were afraid or if they felt that they would be uncomfortable or ill at ease.

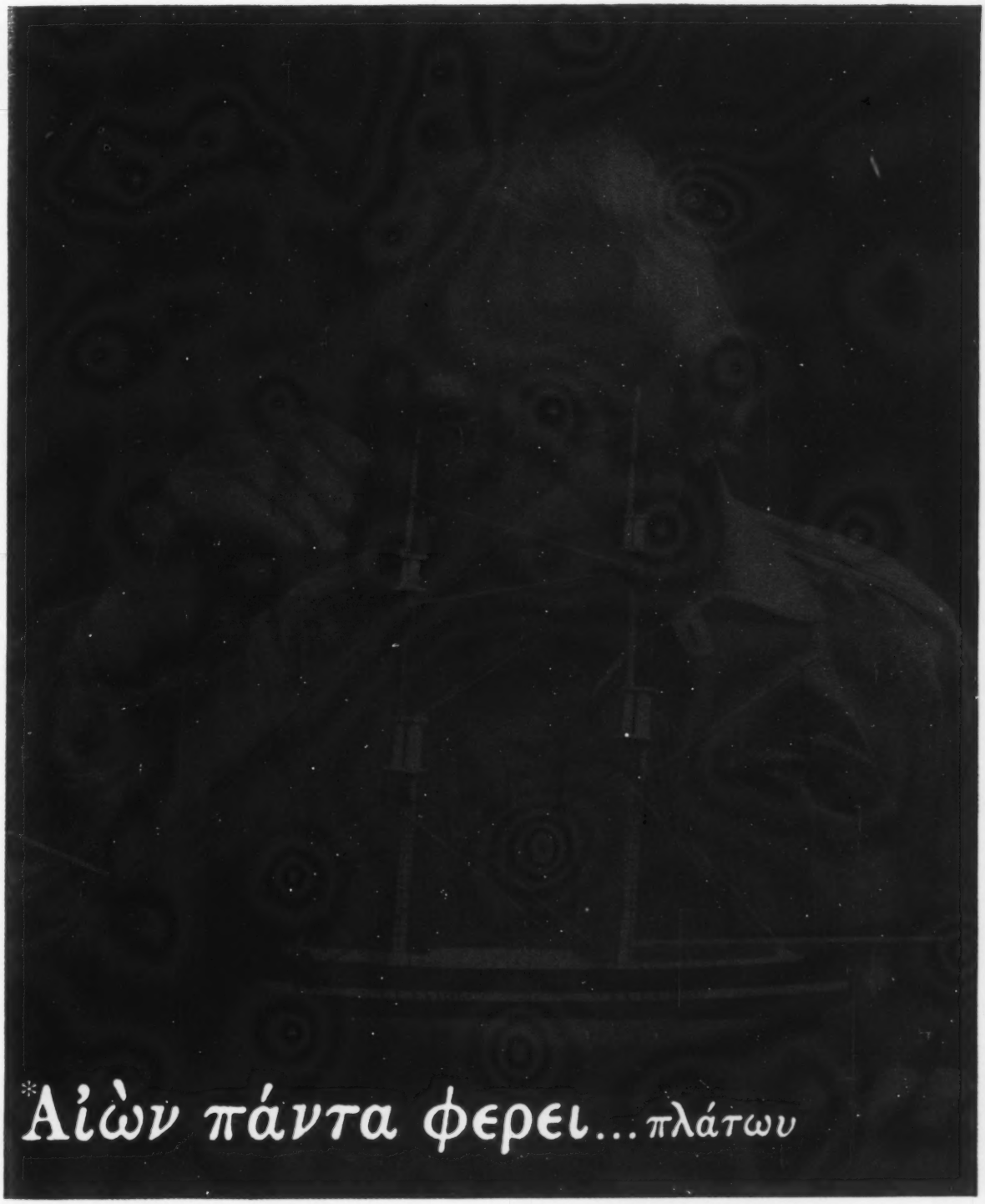
Warmth and Feeling ■ To help remove the idea of steel bars and cold marble, at the beginning and ending of our seven-minute local news program (thrice weekly, 4:30 p.m., on WLDS), the announcer simply says, "This program is brought to you by the people of Elliott State Bank." On this program we also have a 60-second spot at or near the beginning of the news and a 30-second spot near the close. Here we do our selling. We have been successful in promoting such new services as thrift checking and revolving credit, initiated at our bank during the past couple of years. Also, we plug auto loans, three per cent savings interest rate (the top limit for commercial banks) and safe deposit boxes.

At times when we increase our overall advertising budget, a proportionate share is spent on a series of spot announcements beamed at both town and country audiences. For example, during peak borrowing periods spots on home improvement loans may be used. This is an excellent method of promoting new services provided by the bank. Spot announcements work well for special activities such as openings, contests, etc. We feel spot commercials should be scheduled at the peak listening periods in early morning, noon and early evening.

Coordination ■ Our radio copy is coordinated with our newspaper campaign and both are written by our agency, Drohlich & Assoc., St. Louis.

We believe radio performs a good job for our advertising dollar. Production costs for newspapers and television have risen spectacularly in recent years while those for radio remain relatively slight. It's ordinarily much easier and faster to get our advertising on the air in radio than in other media. Radio copy can be scheduled to suit any condition and changed if necessary within minutes of air time.

We think time will bring further improvements in radio which will increase its necessity for banks who expect to reach the greatest number of persons in their potential audiences. We believe radio is here to stay—a mainstay.



To us, *Time* and *Integrity* are two of the most precious things we have. Yet, to us, there is a difference between them: *Time* is not really ours, but our *Integrity* is. *Time* passes, our *Integrity* remains constant. *Time* is for sale, our *Integrity* is not.

To *You*, our *Time* and *Integrity* are precious, also; but the difference is that they are integrated in effect. They must be, and are, one and the same *Truth*.

"*Time* accomplishes everything", the philosopher says. In the Maryland Market, our *Time and Integrity* can help you accomplish your honest purpose.

WBAL-TV BALTIMORE

NBC Affiliate/Channel 11/Associated with WBAL-Radio 1090
Nationally represented by Edward Petry & Co., Inc.

*TIME ACCOMPLISHES EVERYTHING . . . *Plato*

now... 61 of 20th Century-Fox's

POST

with many '57's and '58's, featuring

Bette Davis, Anne Baxter
"ALL ABOUT EVE"

Gregory Peck, Hugh Marlowe
"TWELVE O'CLOCK HIGH"

Loretta Young, Celeste Holm
"COME TO THE STABLE"

Jeanne Crain, Linda Darnell, Ann Sothern
"A LETTER TO THREE WIVES"

Marlon Brando, Anthony Quinn
"VIVA ZAPATA"

Burt Lancaster, Dorothy McGuire,
"MR. 880"

Cary Grant, Ann Sheridan
"I WAS A MALE WAR BRIDE"

Edward G. Robinson, Susan Hayward
"HOUSE OF STRANGERS"

42 Academy Awards and Nominations in NTA's

most memorable feature films...

'48's

Today's Top Film and TV Stars

Gregory Peck, Anne Baxter
"YELLOW SKY"

Jack Palance, Richard Widmark
"PANIC IN THE STREETS"

Montgomery Clift, Paul Douglas
"THE BIG LIFT"

Richard Widmark, Dean Stockwell
"DOWN TO THE SEA IN SHIPS"

Now... comes the first major package of **Post-'48** feature films for television. Produced by that master studio, 20th Century-Fox, many of these dynamite-laden feature films are pre '57's and '58's. And they feature **today's stars today!** Many players in them are top television stars today, as well as big current motion picture draws.

In NTA's "61 for '61" Package, too, are winners of 42 Academy Awards and Nominations. Produced at a cost of $75,000,000, they are superior to most network "specials"—in star value, in property value and in **attraction** value. And they also include a few all-time classics, such as "Berkeley Square."

Some of the biggest box office grossers of all times, they're sure to win big audiences and big ratings, as they reach television screens throughout the nation. Safeguard your market—protect the prestige of your station—by making plans to obtain them for your city today. Get in touch with your nearest NTA Sales Office—this moment even—or with

E. Jonny Graff, V. P. in Charge of Sales, Eastern Div.,
10 Columbus Circle • JUdson 2-7300

Berne Tabakin, V. P. in Charge of Sales, Western Div.,
9570 Wilshire Blvd., Beverly Hills, Calif. • CRestview 4-0411

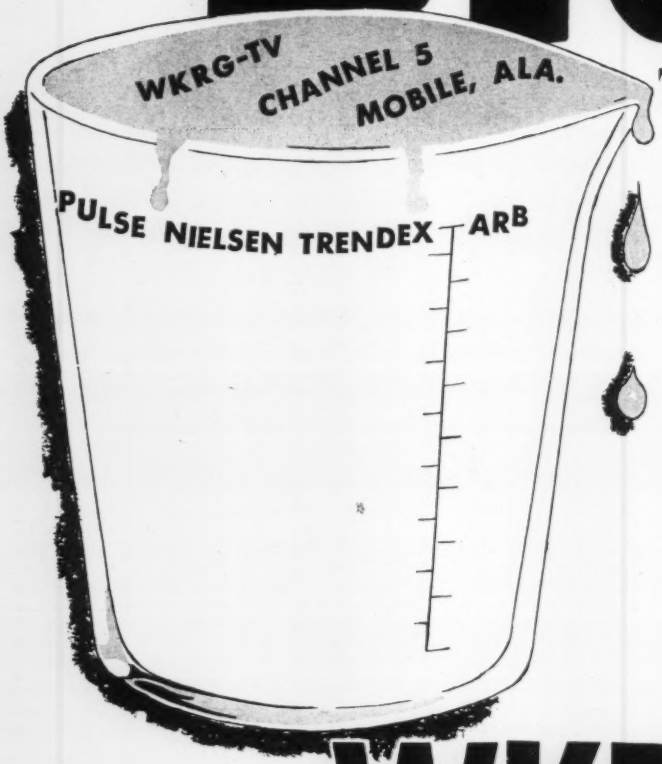
NTA
10 Columbus Circle,
New York 19, N. Y.
JUdson 2-7300

"61 for '61" package

FLASH; Here are the stations that already own this package, Today! Albuquerque, **KOB;** Cincinnati, **WLW-T;** Fort Smith (Ark.), **KFSA;** Hartford, **WHNB;** Kalamazoo, **WKZO;** Knoxville, **WATE-TV;** Las Vegas, **KLRJ;** Miami, **WCKT;** New York, **WNTA-TV;** Omaha, **WOW;** Philadelphia, **WRCV-TV;** Phoenix, **KPHO;** Providence, **WJAR-TV;** Rock Island, **WHBF;** Salt Lake City, **KTUV;** Spartanburg (S. Car.), **WSPA;** Springfield (Mass.), **WHYN-TV;** St. Louis, **KTVI;** Twin Falls (Idaho), **KLIX;** Washington, D.C., **WRC-TV.**

On The Gulf Coast

THE BIG ONE



Takes the *Measure*

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

October 3, 1960

Vol. 59 No. 14

NAB PICKS A POLITICAL CHARMER

Florida's Gov. Collins all but set for association presidency

NAB has found its president—Gov. LeRoy Collins of Florida—subject to contract formalities and ratification by the NAB board.

The search for a nationally prominent figure to lead the association was ended last week, barring unexpected developments, when Gov. Collins was picked from a list of two. The other person approached for the top job was Ambassador George V. Allen, director of the U.S. Information Agency.

Gov. Collins has the qualifications often laid down within the industry—a strong personality, a distinguished record and outstanding qualities of leadership. These factors led to his choice by the NAB presidential selection committee.

A special meeting of the NAB board is to be called for Oct. 10. The meeting will be held in Washington just prior to the Oct. 13 opening of the annual NAB fall conferences in Atlanta.

Availability the Key ■ Selection of Gov. Collins by the committee was assured when it was learned he would be available after his term as governor of Florida expires next Jan. 3. On the other hand, Ambassador Allen had not stated he would be available.

The selection committee, headed by C. Howard Lane, KOIN-TV Portland, Ore., faced another problem in discussing Ambassador Allen—reluctance to make a firm offer to a prominent government official occupying a critical post in a period of international tension.

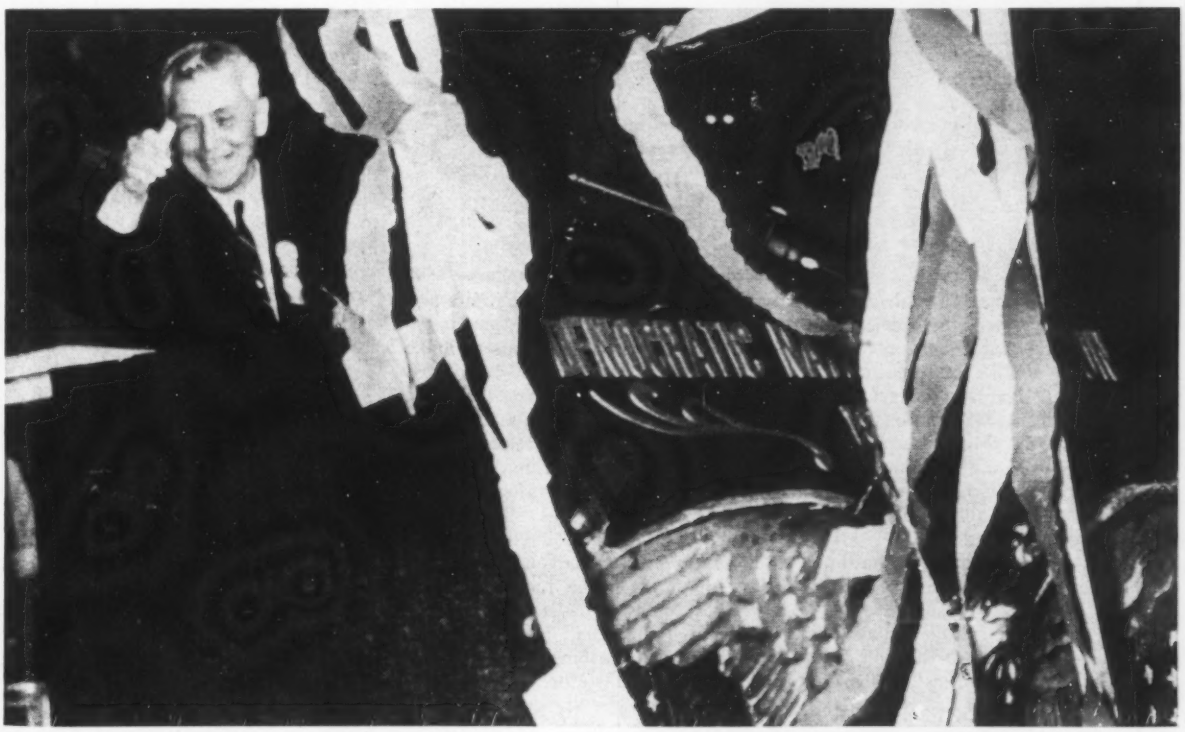
Events moved swiftly in the last fortnight as the selection committee and NAB's policy committee, interim association guidance group, concentrated on the two candidates. These events led to a decision:

■ Gov. Collins was interviewed at a Sept. 22 luncheon held at the Statler Hilton in Washington. He made what some committee members called "a tremendous impression."

■ Ambassador Allen was interviewed Sept. 26 at a luncheon held at the Waldorf-Astoria, New York. He, too, was highly regarded by the members. The committee decided, after reviewing both candidates, to make their first formal offer to Gov. Collins.

■ A two-man negotiating committee met Gov. Collins Sept. 28 at the Robert Meyer Hotel, Jacksonville, Fla. The three conferred 2½ hours, with Gov. Collins agreeing to study documentary material over the weekend and to give the members of the selection committee a definite reply today (Oct. 3).

A Long Search ■ Final approval of Gov. Collins for the presidency will provide a successor to the late Harold E. Fellows. First steps to fill the vacancy left by his death March 8 were

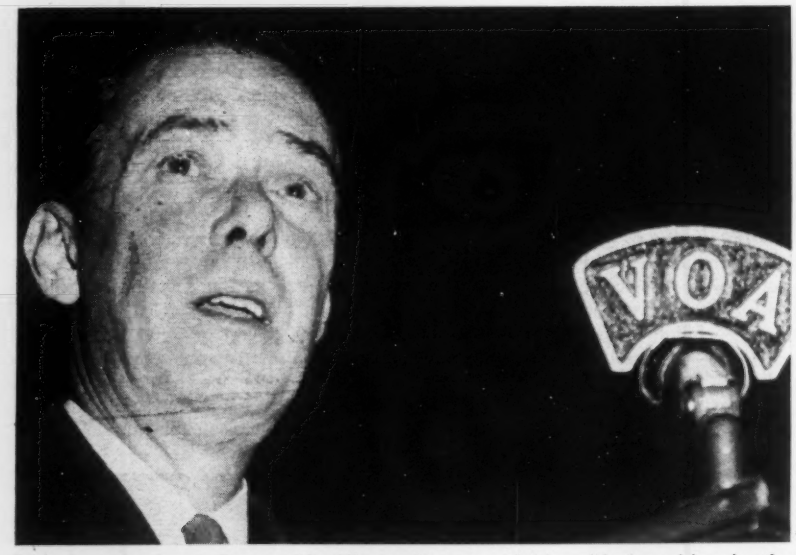


Collins in action ■ The man who will probably be the next president of the NAB became a national television personality last July when he served as permanent chairman of the Democratic national convention. Here he responds to a floor demonstration that took place when he took over the gavel July 12 at the Los Angeles Sports Arena.

taken March 14 when an eight-man selection committee was named to pick a successor, subject to NAB board ratification.

Mr. Lane was named chairman of this committee which has kept in close touch with the NAB policy committee headed by Clair R. McCollough, Steinman stations. The policy group has served as interim directing body of the association. Messrs. Lane and McCollough handled the Sept. 28 contact with Gov. Collins.

From the start of the Lane committee's search it was obvious that pressures from congressional and government agencies as well as extensive public-



Strong prospect ■ George V. Allen, director of the U.S. Information Agency and career diplomat (with full rank as an ambassador), was one of two men considered by the NAB selection committee for the presidency. There was a question about his availability because of his critical position in the government during the present period of intensified cold war. Mr. Allen has been ambassador to Iran, India, Nepal, Yugoslavia and Greece. In the diplomatic corps since 1930, he has a wide circle of friends in Washington.

licity dealing with payola and quiz investigations suggested the advisability of selecting someone from public life to cope with attacks on the industry and the overall broadcast image.

Gov. Collins, 51, was one of the first names considered when the selection group started meeting last spring. His record in public life had been considered outstanding and his reputation was enhanced by nationwide recognition of his role as permanent chairman of the Democratic convention in Los Angeles.

While details of salary, tenure and official association duties haven't been worked out, it appeared at the weekend that salary discussions had approached the $75,000 mark, with the possibility of an escalator provision. Mr. Fellows had reached the $75,000 point in his salary plus about $12,500 for expenses incident to maintenance of a separate Washington residence in addition to his New England home.

A third public figure considered by the selection committee was former UN Ambassador Henry Cabot Lodge. His name was automatically removed from the list, however, when he was nominated as Republican vice presidential candidate.

Out of Politics ■ Gov. Collins had indicated earlier in the summer he was interested in entering private life when his second term as Florida governor ends in January. The selection committee's decision to make him an offer was strongly influenced by his availability as well as prominence in public life and administrative ability.

The committee was anxious to make a formal announcement of an NAB presidential selection before the Nov. 8 elections. It was felt this would meet any suggestion that the selection had been made on partisan grounds.

Gov. Collins was described by one committee member as "persuasive, articulate, bright and intelligent." He was represented as advocating a firm industry stand in the face of current pressures against broadcasting. The job essentially requires, in his mind, preservation and improvement of broadcasting's image and stature and the acquisition of greater freedom from oppressive regulation.

Allen's Qualifications ■ Consideration of Ambassador Allen by the selection committee had noted his attainment of the highest rank in the diplomatic service, held by only eight diplomats. Originally from Durham, N.C., he had delivered newspapers in the city, worked in a cigarette factory and served as a bookkeeper while attending Trinity College, now Duke U. After four years of school teaching near Asheville, N.C., he entered the foreign service in 1930.

At the age of 42 Mr. Allen was the nation's youngest ambassador while serving in Iran. He has served since as Ambassador to India and Nepal, Yugoslavia and Greece. His record of partication in international conferences is impressive and he served as assistant secretary of State for public affairs. Ambassador Allen served with the Voice of America, which later became the independent U.S. Information Agency. Last year he was coordinator of the American National Exhibition in Moscow.

Terse Report ■ NAB remained officially silent about the presidential negotiations until Sept. 29 when it announced the selection committee "had completed tentative arrangements" for a successor to Mr. Fellows. The announcement continued, "The committee said it would not disclose the identity of the person selected until after a contract is negotiated and until after the association's board of directors is called into a special meeting to pass on the nomination and the contract. The committee said it would have no further statement or announcement until these two steps have been taken."

News services carried speculative stories last week about the selection of Gov. Collins for what was inaccurately termed "the $100,000 a year post."

Others who have held the NAB presidency since its 1938 reorganization when it was changed from an honorary to a paid position, besides Mr. Fellows, have been Neville Miller, communications attorney and former mayor of Louisville, and Judge Justin Miller.

Members of NAB's selection committee, besides Chairman Lane, are Thomas W. Bostic, KIMA-AM-TV Yakima, Wash.; John E. Fetzer, Fetzer stations; John S. Hayes, Washington Post stations; Dwight W. Martin, WAFB-TV Baton Rouge, La.; William D. Pabst, KTVU (TV) Oakland, Calif., W.D. Rogers, KDUB-TV Lubbock, Tex., and Payson Hall, Meredith stations.

The policy committee includes Chairman McCollough, G. Richard Shafto, WIS-AM-TV Columbia, S.C., and Merrill Lindsay, WSOY Decatur, Ill.

Man of Experience ■ The new NAB president-select is a man of worldwide as well as national fame.

Gov. LeRoy Collins, of Florida, knows the problems of Florida, the United States, Russia and broadcasting

too—all from first-hand observation.

The first Florida governor ever elected for consecutive terms, he has achieved recognition for aggressive attacks on basic state problems, including the touchy racial issue. But to many Americans, he became a national figure in his role as permanent chairman of the Democratic national convention in Los Angeles last July. There he became the first governor of either party since 1892 to serve as permanent chairman of a national political convention.

In the difficult role at Los Angeles he patiently let the demonstrators howl and shriek, finally starting persistent gavel pounding that brought order to the proceedings.

A friendly, family man (see photo, at right), he often lets a cajoling twinkle or a friendly pat on the shoulder serve as controlling devices. He's an inveterate friend-maker and has a knack of making people feel at ease. The natural congeniality that led him to political heights will be transferred to the colonial town house at 1771 N St. in Northwest Washington, where NAB is headquartered, and it will soon be a familiar feature at industry meetings.

"Painfully honest," as a friend once described him, Gov. Collins has demanded and obtained above-average contributions from his subordinates. "They trust him; his friends trust him; so do many of his political antagonists," another acquaintance said. He was described as a sincere church-going man (Episcopalian) and abstainer. His social reforms in Florida have been directed toward improvements in penal systems, schooling (and this includes summer school programs to keep youngsters busy), divorce laws and civil service laws.

Traveling Salesman ■ As a promoter, he has made several tours around the country to build his state's prestige and bring recognition to its tripartite economy based on industry, agriculture and tourism. These tours have brought in many numerous industries and have given him a reputation as a "super-salesman."

The son of a Methodist circuit-riding preacher, LeRoy Collins grew up around Tallahassee, the state capital. He worked at odd jobs to get his education and financed a law course at Cumberland U. in Tennessee by working in a bank. He passed the Florida state bar with one of the highest grades ever scored and hung up a shingle in Tallahassee.

Law earnings were slim for a while, but when he ran for office as county prosecutor, he decided the pay was enough to finance a home so he married his longtime sweetheart, Mary Call. He won a wife but lost the election. They managed to keep the home going until he won a legislative seat in his second campaign. This put him into politics for 2½ decades.

His first election as governor came in 1954 when he served two years of the unexpired term of Gov. Dan McCarty, a friend who died in office. He has an ideal temperament for a politician—and for a trade association executive Usually, he walks to work in the mornings from the executive mansion, waving and shaking hands all along the way. The glittery trappings of high office often annoy him, and the family huddles in one end of the executive mansion where all can be cozy and avoid the sightseers out front.

Those who know him figure he'll be on a first-name basis with hundreds of broadcasters by the time the 1961 NAB convention is over; thousands after a year at NAB and after the 1961 fall conference circuit.

And they're certain the new president will be on familiar terms with all the regulatory and legislative issues that move over the presidential desk.

New first family ■ These are the members of the family of Gov. LeRoy Collins of Florida who is expected to become NAB president next January. Seated (on floor, l-r): Jane, 22, Darby, 10, and Mary Call, 18; (on chairs) Gov. and Mrs. Collins; standing: Mr. and Mrs. LeRoy Collins Jr. Mary Call is a student at Florida State U. LeRoy Jr. is a lieutenant, j.g., in the Navy submarine service. Jane is to be married Oct. 1 to John Aurell, a civilian employe of the armed forces who works in Washington's Pentagon.

COLD BRANDS INCREASE SPENDING

Seasonal buying nears completion as competition becomes keen

Representing a $30 million product category in tv advertising alone, cold remedy advertisers this week are lined up with one eye on the weather and the other on competitors for the cold-sufferer's relief-money. As the seasonal network and spot buying nears completion, two things are clear: radio-tv budgets are up and competition is keener than ever.

Agency walls are impenetrable around the ad plans of many cold remedy products. But it doesn't appear likely there will be any shift in the spending order of last year's top five cold relief products. Together they accounted for 75% of the tv advertising in this category, according to Television Bureau of Advertising. Based on TvB gross figures, Dristan, Anahist products, Vick remedies, Grove's 4-Way Cold remedies and Coldene products spent a combined total of $22,067,868 in network and spot tv.

For all products in this category, 1959 expenditures in network tv totaled $12,415,168. In spot tv the total figure was $16,655,000, making a combined network-spot total of $29,070,168. Radio figures are not available. TvB figures also show that spending in the first six months of 1960 is about even with the first half of 1959. It appears that cold remedy advertisers spent roughly one-half of their 1960 tv budget during the January-June period: $7,769,608 in network; $7,221,000 in spot, for a total of $14,990,608.

Aid and Comfort ■ Relief from cold discomfort may take the form of cough drops, syrups, sprays, tablets, or whatever. All the different brands in all these product areas will be promoted widely on radio and television in the months ahead. Fall and winter broadcast plans of representative brands are listed below.

■ Pharma-Craft Co., New York, is preparing new commercials for a spot television drive in the top 50 markets on behalf of Coldene liquid and tablet cold medicine. Buying into March 1961, the campaign includes minutes and ID's. Agency: Papert, Koenig, Lois Inc., New York.

Pharma-Craft's tv commercials for Coldene this season will feature a dark-screen technique. The ID version, for instance, opens with a black screen and the sound of coughing. A woman's voice asks: "John is that Billy coughing?" A man's voice answers: "Get up and give him some Coldene." A bedside lamp is turned on, revealing a woman's hand reaching for a bottle of Coldene.

Star support ■ In rehearsal of new tv spot commercials for Grove's 4-Way preparations is singer-actress Gisele MacKenzie, flanked by Francis X. Brady (1), executive vice president of Grove's agency, Cohen & Aleshire, and Reginald W. Testement, assistant vice president in charge of advertising, Grove Labs Inc., St. Louis. Other stars also will film spots.

■ Grove Labs Inc., St. Louis, will advertise its Grove's 4-Way Cold Remedies in a 22-week radio spot drive in over 100 markets, in addition to a tv spot push in 60-70 markets using minutes, 20's and ID's, plus announcements on NBC-TV's *Today* show. Spots feature Hollywood stars such as Gisele MacKenzie (see picture). Agency: Cohen & Aleshire Inc., New York.

■ Whitehall Labs., Div. of American Home Products Corp., New York, remains silent on its plans for high-spending Dristan, but it's reported that October-to-June tv minutes are being purchased in a number of markets. Agency: Tatham-Laird Inc., New York.

■ The Mentholatum Co., Buffalo, N.Y., for Deep Heat Rub, cough syrup, and Colban nasal mist, will use several NBC-TV daytime shows and the new NBC-TV nighttime entry, *Dan Raven*, as well as radio spot schedules in many markets. Agency: J. Walter Thompson Co., New York.

■ Warner-Lambert Products, Morris Plains, N.J., will use heavy participations for its various Anahist products on NBC-TV's *Riverboat, Outlaws* and *Westerner* shows and on ABC-TV's *Roaring 20's* and *The Islanders*. Tv spot schedules of day and night minutes are planned for 26-week period in key markets. Agency: Ted Bates & Co., New York.

■ Block Drug Co., Jersey City, N.J., for its Rem cough medicine, will participate in several daytime shows on ABC-TV, supplementing with spot tv in top markets. Agency: L.C. Gumbinner Inc., New York.

■ Chap Stick Co., Div. of Morton Mfg. Corp., Lynchburg, Va., will start its campaign for Fleet's Chap Stick and Chap-Ans in late October, using 20-25 radio spots weekly in small markets and 40-60 spots per week in larger markets for a period of 13 to 18 weeks. Chap Stick also participates in NBC Radio's *Monitor, Emphasis* and *Morgan Beatty's News of the World*. Agency: L.C. Gumbinner Inc., New York.

■ Harold F. Ritchie Co. (changes names Oct. 1 to Beecham Products Inc., Clifton, N.J.) is including spot radio for its Scott's Emulsion cold preparation, using Negro and Spanish stations in 54 markets from September through next March. Agency: J. Walter Thompson Co., New York.

■ Vick Chemical Co. (changes name

"Great Debates" in Maryland... ON WMAR-TV

FACE to FACE*

*This title registered with the U.S. Patent Office June, 1954

GREAT DEBATES about politics on television are a Maryland tradition. For nearly a decade, prime time has been made available for the appearance of political candidates competing for office. Free State voters look forward with anticipation to the "Face to Face" debates that precede general elections in Maryland. They provide the best opportunity for a first hand comparison of the candidates.

These programs, of course, are in addition to the "GREAT DEBATES" which WMAR-TV will telecast as a CBS Affiliate.

OCTOBER IS ANNIVERSARY MONTH!

Celebrating 13 Years of Service to the Baltimore-Maryland Area.

In Maryland Most People Watch

WMAR-TV

CBS TELEVISION

SUNPAPERS TELEVISION • BALTIMORE 3, MD.

Represented Nationally by THE KATZ AGENCY, INC.

CHANNEL 2

this month to Richardson-Merrell Inc., New York) is lining up 15 or more major markets for a spot radio drive scheduled to start today (Oct. 3) on behalf of Vick's cold tablets. Six-week flights of minutes will be used. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

■ Monticello Drug Co., Jacksonville, Fla., starts a spot radio drive today (Oct. 3) for its 666 Cold Tablets. Over 100 markets will carry daytime minutes, mostly during peak traffic periods, for 26 weeks. Agency: Charles W. Hoyt Inc., New York.

■ C.A. Briggs Co., Brighton, Mass., plans to spend 10% more than it did last year in broadcast media for its "H-B" (Hospital Brand) cough drops. Minutes, 20's and ID's in some 32-34 markets will be used in a spot radio campaign and spot tv minutes will be purchased in certain metropolitan markets. Agency: Fred Gardner Co., New York.

■ W.K. Buckley Inc., Buffalo, N.Y., reportedly will have its biggest radio-tv budget to date for Buckley's Canadiol Mixture, which is said to be the largest selling cough medicine in Canada. Wider U.S. distribution will result in a saturation tv spot campaign starting in January in upper New York state. Minutes and 20's will be used. Some radio spot schedules are planned for Michigan and New York. Agency: The Wesley Assoc., New York.

■ Chesebrough-Pond's Inc., New York, a leading tv user for its Pertussin product, is said to be "still looking at everything" with "nothing locked in yet." Agency: Compton Adv., New York.

Here's 1959's top five tv users in cold remedy category:

Dristan:	
Network	$ 7,221,027
Spot	3,542,570
Total	$10,763,597
Anahist:	
Network	$ 938,541
Spot	3,812,430
Total	$4,750,971
Vick Remedies:	
Network	$1,272,741
Spot	3,061,510
Total	$4,334,251
Grove's 4-Way Remedies:	
Network	$ 123,287
Spot	1,052,830
Total	$1,176,117
Coldene:	
Network	$ 209,572
Spot	833,360
Total	$1,042,932

Source: TvB-Rorabaugh (spot); TvB-LNA/BAR (network).

TOP 10 FEVER IN TV SUBSIDING

That's opinion of agency-advertiser panel; radio ratings hit

Six experienced broadcast customers sat down several weeks back to talk about "rating services and use of ratings." By the time they stood up they'd voiced a number of opinions on the whole area of media selection, among them:

■ The "Top 10" fever is dying out in television, as the choice between most buys becomes a tossup.

■ Radio is being shortchanged by the rating services and the radio rating services are going through dark days.

■ There ought to be a single, all-industry-supported system of ratings, especially for radio, but the difficulties of getting one are formidable.

These opinions came from the participants in NBC Spot Sales' second "media managers conference" (The first, on public service programming, was reported in BROADCASTING, June 13). The recorded session, whose 93-page transcript is being made public today (Oct. 3), included some of the top names in agency-advertiser circles (see picture).

Marvin Richfield, media director, Erwin, Wasey, Ruthrauff & Ryan, seemed to express the consensus when he stated "Your top 10 in tv is not as important as it was. It is no longer possible to achieve a rating that is far better than someone else's ratings. Things have leveled out. Your average network show gets about a 22. There

Ratings conferees ■ These are the media managers and NBC Spot Sales executives who participated in the examination of ratings. L to r (seated facing camera): Roger Bumstead, media director of the eastern division, MacManus, John & Adams; William E. (Pete) Matthews, vice president and director of media relations, Young & Rubicam; Marvin Richfield, media director, Erwin Wasey, Ruthrauff & Ryan; Humboldt J. Greig, vice president and manager of station relations, C.J. LaRoche & Co.; Bill Fromm, new business and promotion manager, NBC Spot Sales; Richard S. Paige, media manager for the Household Products Div., Colgate-Palmolive Co.; Leslie Towne, media director, Smith-Greenland Co.; (standing) George Dietrich, director of radio sales for NBC Spot Sales and Richard Close, vice president, NBC Spot Sales. Back to camera: Tony Liotti, manager, tv-radio research, NBC Spot Sales.

In the Public Interest...

Another citation for WSB-Radio, The Voice of the South

Congressman John J. Flynt (seated left) congratulates Frank Gaither, general manager of WSB-Radio, upon WSB's winning the special "Safetython" award given by the GAB. Looking on are Paul Reid, GAB award chairman, and Elmo Ellis, WSB-Radio program director.

Following a tradition of 38 years of broadcasting in the public interest, WSB-Radio joined other broadcasters during the July 4 holidays to wage an unprecedented safety campaign to save lives on the highways.

The station utilized a three-pronged approach, featuring 1100 announcements, during a three-day period, with reports from the station helicopter, the mobile news units, and prominent state and city officials.

This promotion was judged best by the Georgia Association of Broadcasters among stations serving a market of more than 75,000 population. It is this type of programming in the public interest that has served to make WSB-Radio synonymous with public service in the minds of listeners, and has won for the station a tremendous audience loyalty.

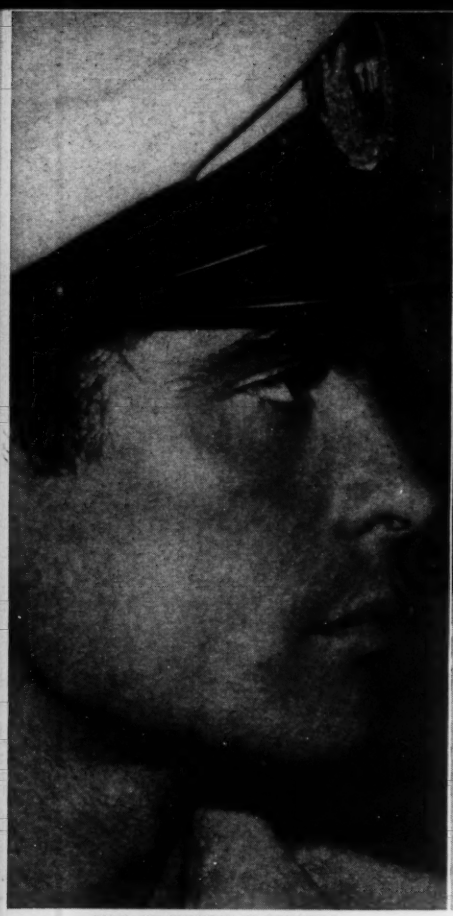
WSB Radio

The Voice of the South / Atlanta

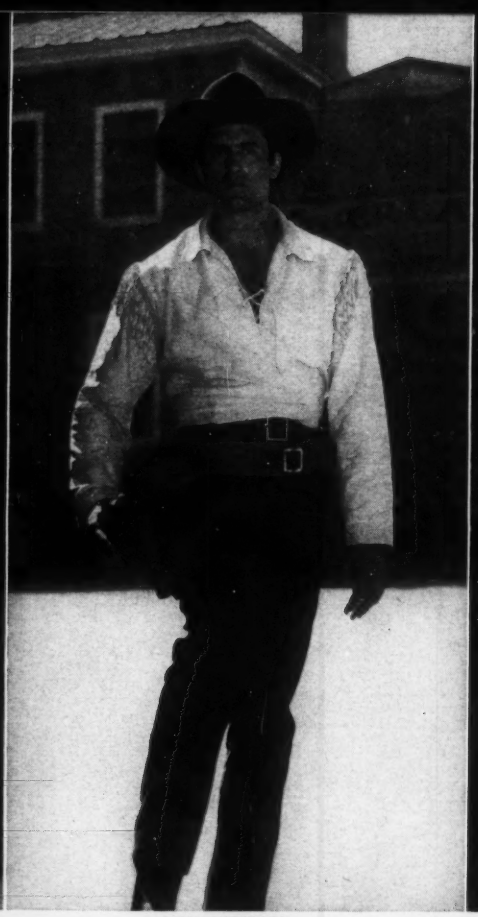
Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

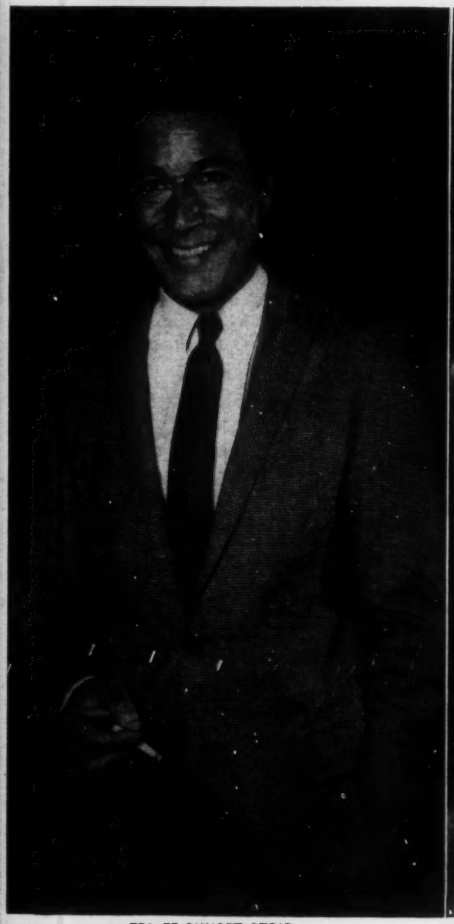


MON. ADVENTURES IN PARADISE

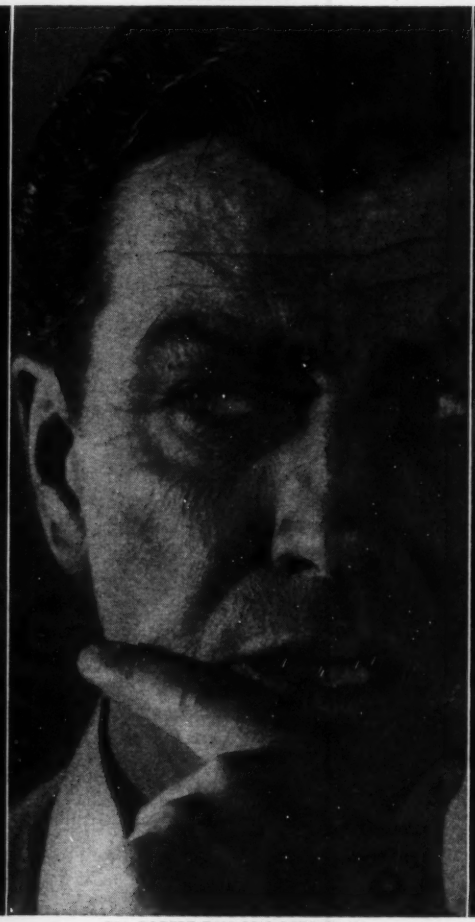


MON. CHEYENNE

TUES. RIFLEMAN



FRI. 77 SUNSET STRIP



FRI. ROBERT TAYLOR'S DETECTIVES

SAT. LAWRENCE WELK

WED. HAWAIIAN EYE

THURS. UNTOUCHABLES

THURS. REAL McCOYS

SUN. LAWMAN

SUN. REBEL

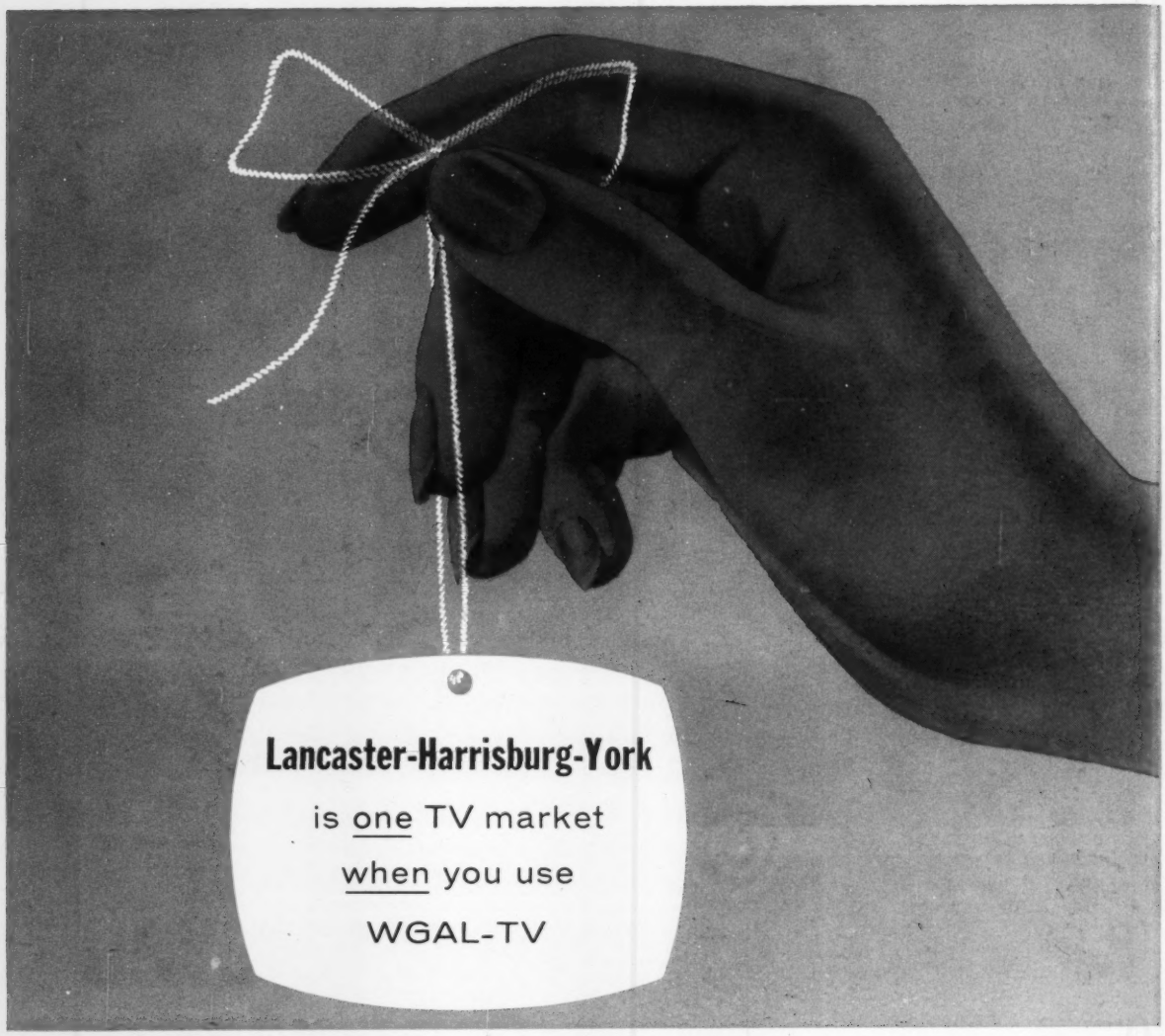
eleven winners:

Here's the kind of programming that made ABC-TV the network success story of the decade. Fast shows. Funny shows. Family shows. And winners all. Example: for the week ending September 11th, 1960, these eleven took fifteen half-hour firsts, according to the Nielsen 24 Market report...more half-hour wins than either of the other networks. And a check of past reports will show that this kind of performance is the rule, not the exception.

Three comers: We predict the same kind of success for these new shows, among others soon to be aired: Hong Kong, The Roaring 20's, The Islanders.

ABC TELEVISION

*MON.-SUN. 8-10:30 PM TIME PERIOD RATING



WGAL-TV

In addition to being the first choice of viewers in these three metropolitan markets, WGAL-TV is the number one station in Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

are some 30s, but they're few and far between and not in the upper 30s. Now, as long as you're in prime time with a decent show, you know pretty much that you're going to get numerically as large an audience as at another spot. Then you might as well increase your reach by being on two totally different vehicles. It is no longer important enough to gamble a lot of money on a blockbuster hour."

Desensitized ■ William E. (Pete) Matthews, vice president and director of media relations, Young & Rubicam, contributed another reason for the decline in importance of the top 10, which actually amounts to looking at the same reason from the other side. That is, with the decline in exclusive sponsorships the advertiser is no longer as sensitive about his show being on a top 10 chart.

This situation, while making it harder to go wrong, also makes it harder to go right, one participant inferred.

Richard S. Paige, media manager for the Household Products Div., Colgate-Palmolive Co., noted, "In the old days, if I had a choice between a program with 10 million homes and a program with 5 million, I had a very simple choice to make. Nowadays, when the averages are all closer to 8 million, I must look for other differences."

Roger Bumstead, media director of the eastern division of MacManus, John & Adams, cited one tv advantage: "The nature of television programming alone provides all sorts of criteria to aid the decision-making process. Its very nature makes it far more definitive than radio is at present. I think there's more of a need—in radio's best interest—for it to develop new types of measurements."

Cumulative Ratings ■ One of the radio measurements Mr. Bumstead advocated is that of providing cumulative ratings, which he finds on the increase. The reason, he says, is that a cume deals more in a specific—that is, the household net coverage of an actual schedule rather than set counts which represent only the potential audience, or ratings which are mainly a yardstick of cost efficiency. It's a way of getting closer to marketing objectives, and when combined with sound business judgments, a means of making a sound media buy. I think it's to a station's advantage, and the broadcast industry's, to provide more of this sort of information. It's good sales-making ammunition.

"The sort of studies I'm asking for don't have to be done every month. If a station completes one annually, on a variety of schedules, or even every two years, the buyer can make some sound judgments — considering variables —

ARB

TOP 10 NETWORK PROGRAMS

Tv report for August

Rank	Ratings
1. Esther Williams	38.6
2. Gunsmoke	37.6
3. Have Gun, Will Travel	30.6
4. I've Got A Secret	27.9
5. Wagon Train	27.8
6. Untouchables	26.8
7. Perry Mason	26.6
8. Price Is Right	25.5
9. U.S. Steel Hour	25.3
10. What's My Line	24.2

Rank	No. viewers (000)
1. Esther Williams	38,265
2. Gunsmoke	37,430
3. Have Gun, Will Travel	30,480
4. Wagon Train	28,875
5. I've Got A Secret	25,110
6. Perry Mason	24,680
7. Untouchables	23,985
8. Price Is Right	23,520
9. 77 Sunset Strip	22,055
10. Ed Sullivan	21,375

Copyright 1960 American Research Bureau

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Sept. 4 1960

TOTAL AUDIENCE †

Rank	No. homes (000)
1. Gunsmoke	15,142
2. Wagon Train	14,148
3. Have Gun, Will Travel	12,837
4. I've Got A Secret	11,345
5. 77 Sunset Strip	11,210
6. Summer Olympics Fri. 9:00 p.m.	11,029
7. Ed Sullivan Show	11,029
8. Untouchables	10,893
9. Price Is Right-8:30 p.m.	10,848
10. Armstrong Circle Theater	10,351

Rank	% homes
1. Gunsmoke	33.5
2. Wagon Train	31.3
3. Have Gun, Will Travel	28.4
4. I've Got A Secret	25.1
5. 77 Sunset Strip	24.8
6. Summer Olympics Fri. 9:00 p.m.	24.4
7. Ed Sullivan Show	24.4
8. Untouchables	24.1
9. Price Is Right-8:30 p.m.	24.0
10. Armstrong Circle Theater	22.9

AVERAGE AUDIENCE ‡

Rank	No. homes (000)
1. Gunsmoke	14,057
2. Have Gun, Will Travel	11,662
3. Wagon Train	10,441
4. I've Got A Secret	10,215
5. Price Is Right-8:30 p.m.	9,628
6. 77 Sunset Strip	8,950
7. Wanted, Dead or Alive	8,950
8. What's My Line	8,724
9. Comedy Spot	8,678
10. Untouchables	8,588

Rank	% homes
1. Gunsmoke	31.1
2. Have Gun, Will Travel	25.8
3. Wagon Train	23.1
4. I've Got A Secret	22.6
5. Price Is Right-8:30 p.m.	21.3
6. 77 Sunset Strip	19.8
7. Wanted, Dead or Alive	19.8
8. What's My Line	19.3
9. Comedy Spot	19.2
10. Untouchables	19.0

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

Copyright 1960 A.C. Nielsen Co.

VIDEODEX

TOP 10 NETWORK PROGRAMS

August 1-7, 1960

Name of Program	% homes
1. Gunsmoke	27.8
2. Have Gun, Will Travel	24.6
3. 77 Sunset Strip	23.9
4. Wagon Train	23.8
5. Untouchables	23.5
6. Comedy Spot	23.3
7. Perry Mason	23.0
8. Diagnosis Unknown	22.8
9. Ed Sullivan	22.7
10. What's My Line	22.4

Rank	No. homes (000's)*
1. Gunsmoke	12,200
2. Have Gune, Will Travel	10,700
3. 77 Sunset Strip	10,200
4. Wagon Train	10,400
5. Untouchables	9,900
6. Comedy Spot	10,100
7. Perry Mason	9,900
8. Diagnosis Unknown	9,800
9. Ed Sullivan	9,900
10. What's My Line	9,700

Copyright 1960, Videodex Inc.

* (Listed in sequence of rating level from first table)

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Armstrong Circle Theatre (CBS-135): Armstrong Cork Co. (BBDO), alternate Weds., 10-11 p.m.

Comedy Spot (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue., 9:30-10 p.m.

Diagnosis Unknown (CBS-173): Plymouth (Ayer), Chemstrand (DDB), S. J. Johnson (NLB), Polaroid (DDB), Tue., 10-11 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

I've Got a Secret (CBS-197): R.J. Reynolds (Esty), Bristol-Myers (DCSS), Wed. 9:30-10 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Price Is Right (NBC-158): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

77 Sunset Strip (ABC-174): American-Chicle, Whitehall (both Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Summer Olympics (CBS-200): General Mills (Knox Reeves), Lorillard (L&N), Sandura (H&G), Aug. 26, 9-10 p.m., and through Sept. 12 at various times.

U.S. Steel Hour (CBS-126): U.S. Steel (BBDO), Alt. Wed., 10-11 p.m.

Untouchables (ABC-127): Liggett & Myers (M-E), Warner-Lambert (L&F), Seven-Up (JWT), Luden's (Mathes), Armour (FCB), Lewis Howe (M-E) Carnation (EWRR), Thurs. 9:30-10:30 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty), National Biscuit Co. (M-E), Wed. 7:30-8:30 p.m.

Wanted, Dead or Alive (CBS-180): Brown & Williamson (Bates), Kimberly-Clark (FCB), Sat. 8:30-9 p.m.

What's My Line (CBS-147): Sunbeam (P-P), Kellogg (Burnett), Sun. 10:30-11 p.m.

Esther Williams (NBC-195): U.S. Brewers Foundation (JWT), Mon., Aug. 8, 10-11 p.m.

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER LONG ISLAND MARKET

(Nassau-Suffolk)

MORE AUTO STORE SALES ARE MADE ON LONG ISLAND THAN IN WASHINGTON, D.C., WORCESTER AND WACO ... PUT TOGETHER!

$409,707,000

Sales Mgt

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Daytime Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of Long Island

Represented by Gill-Perna

based on this research."

Humboldt J. Greig, vice president and manager of station relations, C. J. LaRoche & Co., made one observation about radio ratings with which few broadcasters would disagree: "Current surveys may sell the radio industry very, very short. I would like to have rating services available that would help us justify appropriations at the plans board level. Instead of this, we're getting rating services strictly as a competitive tool—one station against the other.

"If you examine radio listening patterns, you find that the average station has 40% unduplicated reach weekly. Then you look at other media such as television and are forced to conclude that it is necessary to use two or three radio stations in a market to get the reach one tv station can develop. Actually, the 40% reach could grow to 60 or 70% if all the places where radio is listened to were measured. Advertisers do not want to know they will miss 60% of the homes in a market if they use only one radio station. They must know how many stations are required to reach 90% of a market. Then it is possible to make a comparison of costs, which could result in a budget for radio."

New System Wanted ■ All the agency-advertiser participants agreed that an all-industry effort was desirable to construct a new radio rating system that would replace the individual services now used, but there was no agreement that such a service would evolve.

One of the problems was stated by Mr. Paige, who said, "The real problem is a workable, agreed-upon definition of audience. Any research service could go right out and construct and measure that audience. It's not that there are different rating services, and not that there are differences between them, but that there is no working definition of the term 'audience'."

Another problem is who would support such a service, although a least one of the participants thought the burden was on the agency or the advertiser. According to Mr. Bumstead, "In order for us to take charge of directing how the rating services run, we—that is, the advertisers and the agencies—have got to pay the lion's share of the cost of these services rather than as at present where media, usually, pays the largest proportion of the expense—and sometimes influences the result. It is our responsibility to our clients, and their own responsibility too, to see that the advertising dollar is spent judiciously."

Mr. Matthews, in a similar vein, said that "I feel very strongly that both the advertising groups—of agencies and advertisers—and the industry itself have put themselves in a questionable position in allowing private research organizations to determine the ways in which they're to receive information about what they are most concerned with, which is the scope and nature of the circulation of the medium."

Wasted Money ■ One of the most succinct reasons why radio stations should get together behind a single rating standard was given by Mr. Greig. He put it on a dollars-and-cents basis, saying: "I imagine that today radio stations are paying more for surveys than they receive from network affiliations. They're spending the money to try and satisfy the agencies and the advertisers. Yet I don't believe they're satisfying anybody. Until they get the right kind of measurement that everybody can accept, they're going to continue to spend a lot of money quite inefficiently."

Regarding the services which rate radio now, Mr. Richfield observed that "almost any timebuyer would prefer to buy by Pulse. It gives him a higher level of station popularity. And I suppose this is the way all of us buy radio today—not adjacencies, but popularity. It's like shooting crap. You take your chances on the station or group of stations that has the largest share of popularity in the market. But you have a situation where one radio rating service gives you an audience that amounts to a 50 cents cost-per-thousand while two others report an audience costing $1 per thousand or more.

"Not many agencies support Hooper. We happen to and I think it's a very worthwhile service. But it troubles me that any two of the three can be so consistently different. Do the station owners and operators like to keep reports in their desks and say, 'This is my real standing in the market, but I'll use Pulse to sell with because it claims larger audiences'? I don't know."

■ Agency app'tments

■ United Equity Life Insurance Co. of Chicago appoints Erwin Wasey, Ruthrauff & Ryan, that city, to handle national advertising for new "Life-Line" policy. Joseph Furth, agency vp, was named account supervisor on account.

■ Colonial Baking Co. St. Louis, appoints Batz-Hodgson-Neuwoehner, that city, as its advertising agency for the area. The account will be under the supervision of H.W. Neuwoehner Jr., with Charles White as account executive.

■ The Coca-Cola Co. appoints McCann-Marshcalk for the Fanta Beverage Co., Atlanta, Ga. The Fanta Co. is a new division of Coca-Cola, organized to market Fanta, a line of flavored soft drinks.

THANK YOU KAREN

and your 45,000 friends who attended WTOL's Day at the Zoo. Zoo director Phil Skeldon, said it was the biggest day the Toledo zoo EVER had!

We're proud of our ability to sell an item, an idea or an event . . . because both our advertisers **and** our community benefit. Sure, we deliver book numbers, but we wanted you to see the actual people.

WTOL · TV · RADIO

TOLEDO FRAZIER REAMS, PRESIDENT

The Community Broadcasting Co.

WTOL-TV represented by **H-R Television**
WTOL Radio represented by **Gill-Perna, Inc.**

SPOT TV CONTINUES UPWARD CLIMB

Four newcomers to top 100 list, P&G still heads the list

Current estimates show tv nationally to be at least $60 million ahead of last year in gross time billings.

This estimate is based on billing computations by Television Bureau of Advertising which last week reported spot tv grossed more than $160.6 million in the second quarter of 1960.

Network television gross for the first half of this year year came to more than $336 million, while spot for the first six months added up to over $348 million, or a total of more than $684 million as compared to the $624 million grossed nationally at that time in 1959.

How Big a Gain ■ If spot's second quarter was figured on the same basis as quarterly spot reports in the past, the total would have come to more than $174 million, a 9.7% increase over second quarter 1959, thus upping the comparative increase over the six months another $14 million or a total gain of $74 million.

TvB's revision in estimating the spot computations (actually via N.C. Rorabaugh Co.) amounts to this: In the past, the bureau had computed its average spot rates on the basis of breaking up the day into daytime, nighttime and late night. This has been changed to daytime, early evening, prime nighttime and late night.

The new revision, as now instituted, falls into early evening where stations over the years have instituted new subdivisions in rates. As expressed by TvB: "There has been a general readjustment of time period definitions throughout the broadcast day, making for greater precision in estimating of [advertisers'] expenditures." Net effect was to bring the new, "precision" billing total for the second quarter at a level that's 8% below the estimate for that quarter projected on the former method.

In the second quarter report, American Motors Corp. (dealers), Chun King Sales, Miller Brewing Co. and Union Carbide Corp. appeared in the top 100 spot spender list for the first time in any quarter.

Procter & Gamble, No. 1 advertiser in television, came in with a combined network-spot gross time billing for the second quarter of nearly $27.6 million. Other high combinations: Lever Bros. at $11.5 million, American Home Products at $10.8 million, and General Foods Corp. with $10.5 million.

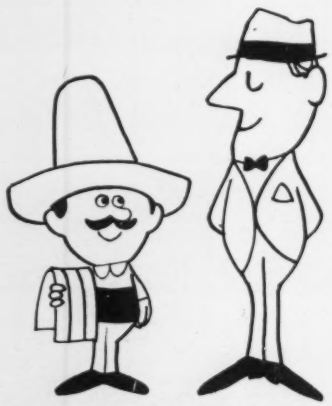
ESTIMATED EXPENDITURES OF TOP 100 NATIONAL AND REGIONAL SPOT TV ADVERTISERS SECOND QUARTER 1960

1.	Procter & Gamble	$15,198,900
2.	General Foods	5,476,300
3.	Lever Brothers	4,779,200
4.	Lestoil Products	2,885,400
5.	Colgate-Palmolive	2,783,600
6.	American Home Products	2,591,200
7.	P. Lorillard	2,315,000
8.	Bristol-Myers	2,209,900
9.	William Wrigley Jr.	2,076,100
10.	Standard Brands	1,743,000
11.	Wesson Oil & Snowdrift	1,564,700
12.	American Tobacco	1,523,000
13.	Brown & Williamson	1,492,400
14.	Miles Laboratories	1,408,000
15.	Minute Maid	1,401,800
16.	Kellogg	1,388,100
17.	Ford Motor (Dealers)	1,316,300
18.	General Motors (Dealers)	1,312,500
19.	Nestle Co.	1,285,300
20.	Revlon	1,239,600
21.	Corn Products	1,153,400
22.	Atlantis Sales	1,151,600
23.	Gillette	1,082,900
24.	Warner-Lambert	1,078,800
25.	Anheuser-Busch	1,078,000
26.	Philip Morris	1,044,000
27.	Simoniz	1,036,300
28.	Mennen	1,031,500
29.	International Latex	1,004,500
30.	Coca-Cola Bottlers	985,400
31.	J. A. Folger	917,700
32.	S. C. Johnson	900,700
33.	Pabst Brewing	898,300
34.	Food Manufacturers	895,200
35.	Continental Baking	886,400
36.	Pepsi-Cola Bottlers	880,300
37.	R. J. Reynolds	857,700
38.	Avon Products	843,000
39.	General Mills	814,300
40.	Esso Standard Oil	733,800
41.	Carling Brewing	708,700
42.	United Merchants & Manufacturers	652,100
43.	Max Factor	652,100
44.	Tidewater Oil	651,800
45.	U.S. Borax & Chemical	651,100
46.	Consolidated Cigar	649,800
47.	Shell Oil	646,100
48.	Falstaff Brewing	635,500
49.	Carter Products	633,300
50.	Mobil Oil	615,300
51.	Theo. Hamm Brewing	604,200
52.	Welch Grape Juice	600,500
53.	Drug Research	598,200
54.	Norwich Pharmacal	577,100
55.	Sun Oil	562,700
56.	Chrysler Corp. (Dealers)	553,200
57.	Texize Chemicals	545,800
58.	Andrew Jergens	535,800
59.	Swift & Co.	525,700
60.	Standard Oil (California)	515,300
61.	Sterling Drug	514,700
62.	Phillips Petroleum	510,800
63.	Vic Tanny Enterprises	487,600
64.	National Biscuit	487,400
65.	Burgermeister Brewing	485,000
66.	Fels & Co.	477,500
67.	Maybelline	461,800
68.	F & M Schaefer Brewing	457,400
69.	Alberto-Culver	452,600
70.	Associated Products	450,800
71.	Helena Rubenstein	442,800
72.	Atlantic Refining	440,500
73.	Pacific Tel. & Tel.	439,300
74.	U.S. Rubber	439,200
75.	Union Carbide	435,000
76.	American Motors (Dealers)	431,800
77.	Piel Bros.	429,200
78.	Parker Pen	429,100
79.	Texaco	424,700
80.	United Fruit	419,500
81.	Beech-Nut Life Savers	413,500
82.	Chun King Sales	412,100
83.	Great Atlantic & Pacific Tea	410,800
84.	Minnesota Mining & Mfg.	410,300
85.	E. F. Drew	406,600
86.	Jos. Schlitz Brewing	403,700
87.	Hertz	403,300
88.	Standard Oil (Indiana)	402,900
89.	Hudson Pulp & Paper	401,400
90.	Pepperidge Farms	400,500
91.	Pharma-Craft	400,200
92.	E. & J. Gallo Winery	394,500
93.	Lanolin Plus	391,600
94.	Miller Brewing	386,700
95.	Safeway Stores	372,800
96.	Carnation	370,100
97.	American Sugar Refining	366,000
98.	B. C. Remedy	362,500
99.	P. Ballantine & Sons	356,400
100.	Hills Bros. Coffee	354,000

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

AGRICULTURE	$ 497,000
Feeds, meals	187,000
Miscellaneous	310,000
ALE, BEER & WINE	13,389,000
Beer & ale	12,400,000
Wine	989,000

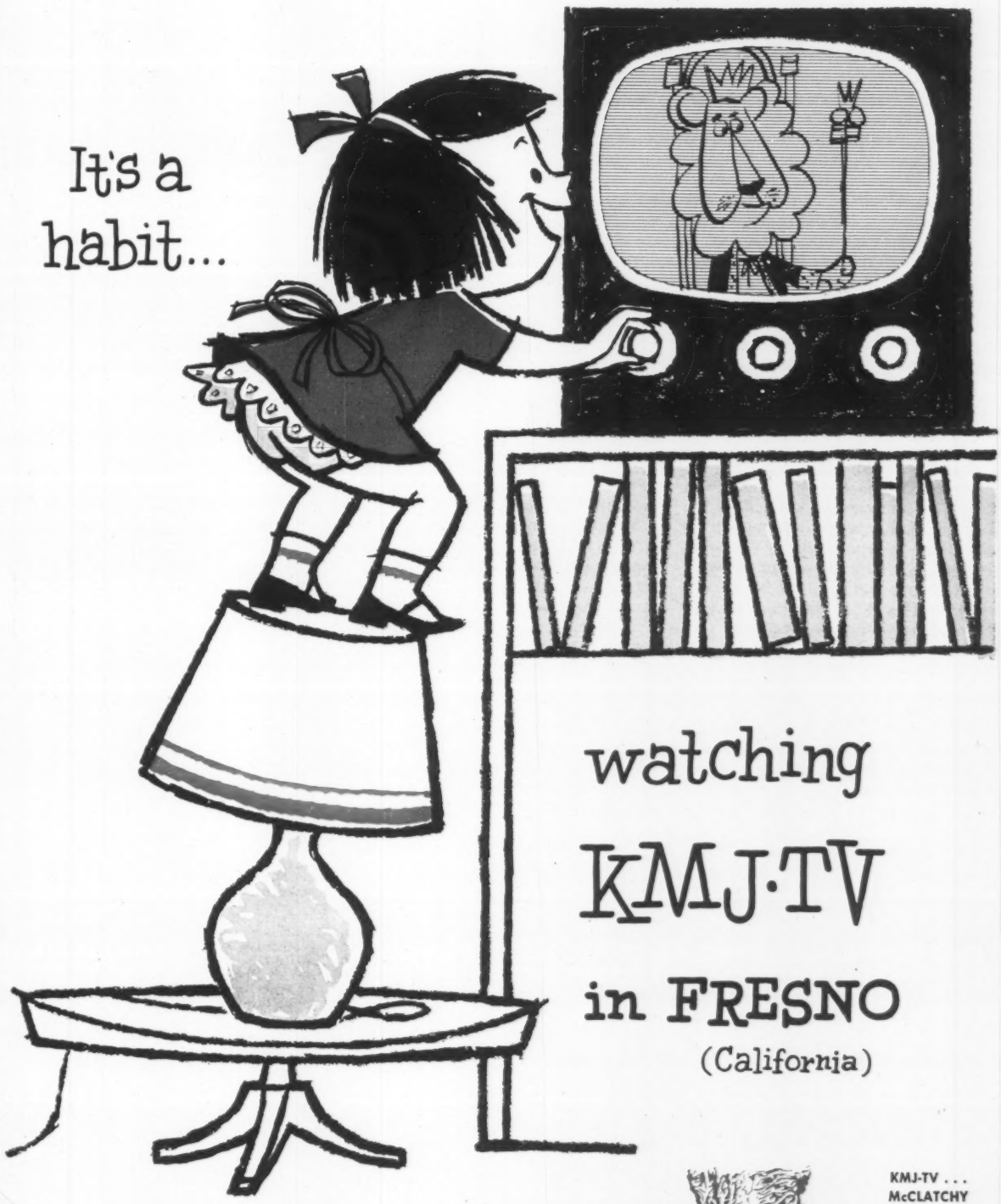
continues



Coffee salesman ■ Mr. Perk and Senor Bean will be sales representatives for Admiration Coffee this fall on tv stations throughout the Southwest.

They will star in six 20-second spots being prepared by Animation Inc., Hollywood. Mel Blanc (Bugs Bunny's voice among many others) will speak for Senor Bean in extolling the coffee's virtues. Storyboards for the spots will be used as newspaper comic strips by Clay Stephenson Assoc., Houston, as part of the campaign they are planning for the Duncan Coffee Co. At the same time the sound tracks will be translated into Spanish and used on radio.

"This utilization in depth of animated commercials marks a forward step in actively linking various advertising media in a coordinated selling campaign," said Earl Klein, president of Animation Inc., who helped to develop the program. Ken Boehnert is the agency producer of the spots; Bob Brown of Clay Stephenson, is writer and account executive.



There's only one way to build the kind of viewer loyalty KMJ-TV has — and that's with quality programming. Programming which presents a pleasing balance of top network shows, excellent local productions, the best film library including MGM releases and leading syndicated shows. For every program category, Fresno area viewers tune to KMJ-TV first and leave their dials set longest.

KMJ-TV . . . McCLATCHY BROADCASTING COMPANY first TV station in the Billion-Dollar Valley of the Bees

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

CODE TROUBLE FOR COCKTAIL MIX

NAB halts demonstration spot involving whiskey sours

Sippin' whiskey, gin and vermouth arose last week to challenge the brassiere, girdle and personal product as top problems of the NAB Tv Code Review Board, meeting tomorrow (Oct. 4) in Washington.

Television's voluntary self-regulation appeared to be heading into the alcoholic beverage field as the code board interceded at the last minute to halt a proposed cocktail mix commercial campaign on WPIX (TV) New York.

The station yielded to a code board request that the commercial, opening a Holland House campaign for its non-alcoholic mixes, be held up for further study by the regulatory body.

While this non-alcoholic product was having its commercials scanned by the code group, a beverage and mix in the wine class—Martini & Rossi Vermouth —hopes to enjoy without interference a 12-week tv run on four New York stations. This $150,000 campaign is scheduled to wind up in December (see story facing page).

E.K. Hartenbower, KCMO-TV Kansas City, tv code board chairman, commended WPIX for delaying use of the Holland House campaign, based on a taped commercial showing mixing of a whiskey sour from the mix and a bottle of spirits. The first showing had been scheduled Sept. 25 (BROADCASTING, Sept. 26). Mr. Hartenbower said the board was concerned that the commercial did not follow the spirit and intent of the code plus long-standing copy approaches.

Fred Thrower, WPIX vice president-general manager, said the station has "certain reservations" about the position taken by the code office. He added, "However, we believe in self-regulation for our industry and since we signed up as a code member station, we intend to fulfill our responsibilities."

Surprised Sponsor ■ Holland House is said to have gone to considerable expense in preparing placards for dealers as part of merchandising the tv campaign. Erwin Wasey, Ruthrauff, & Ryan, the agency, voiced surprise that the commercial was not permitted on the air. It pointed out that WPIX had agreed to carry the commercial after screening it. "We think we are doing nothing illegal or in poor taste," a top agency executive said.

The agency spent over $3,000 to produce the commercials and is said to have indicated willingness to absorb the expense if a tv outlet cannot be found to carry the spots. Executives hope NAB, after reviewing the commercials, will decide they are suitable.

Several other New York stations had voiced a desire to carry the campaign before WPIX was selected but even stations not signatories to the NAB tv code were said to have withdrawn the offer after NAB's intervention.

Last week the Michigan Assn. of Broadcasters disclosed it had obtained an official clarification of policy from the Michigan Liquor Control Commission. This defines the status of media and other promotion under commission regulations. In essence it is stated that promotion directed solely to the liquor trade is permissible but any effort to promote the sale of liquor to the public is prohibited. All alcoholic beverage ads must get commission's approval.

Continued

AMUSEMENTS, ENTERTAINMENT	614,000
AUTOMOTIVE	6,372,000
Batteries	2,000
Cars	4,778,000
Tires & tubes	587,000
Trucks & trailers	52,000
Misc. accessories & supplies	953,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	970,000
Fixtures, plumbing, supplies	141,000
Materials	164,000
Paints	549,000
Power tools	23,000
Miscellaneous	93,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,772,000
Clothing	2,213,000
Footwear	1,330,000
Hosiery	132,000
Miscellaneous	97,000
CONFECTIONS & SOFT DRINKS	8,830,000
Confections	3,881,000
Soft Drinks	4,949,000
CONSUMER SERVICES	4,331,000
Dry cleaning & laundries	19,000
Financial	675,000
Insurance	797,000
Medical & dental	83,000
Moving, hauling, storage	159,000
Public utilities	2,065,000
Religious, political, unions	314,000
Schools & colleges	72,000
Miscellaneous services	147,000
COSMETICS & TOILETRIES	16,422,000
Cosmetics	2,811,000
Deodorants	2,630,000
Depilatories	51,000
Hair tonics & shampoos	2,904,000
Hand & face creams, lotions	857,000
Home permanents & coloring	1,762,000
Perfumes, toilet waters, etc.	256,000
Razors, blades	263,000
Shaving creams, lotions, etc.	692,000
Toilet soaps	2,651,000
Miscellaneous	1,545,000
DENTAL PRODUCTS	2,671,000
Dentifrices	2,464,000
Mouthwashes	64,000
Miscellaneous	143,000
DRUG PRODUCTS	8,127,000
Cold remedies	900,000
Headache remedies	2,153,000
Indigestion remedies	1,786,000
Laxatives	813,000
Vitamins	619,000
Weight aids	247,000
Misc. drug products	1,337,000
Drug stores	272,000
FOOD & GROCERY PRODUCTS	41,402,000
Baked goods	5,198,000
Cereals	2,705,000
Coffee, tea & food drinks	10,184,000
Condiments, sauces, appetizers	2,251,000
Dairy products	2,344,000
Desserts	258,000
Dry foods (flour, mixes, rice, etc.)	4,543,000
Fruits & vegetables, juices	2,762,000
Macaroni, noodles, chili, etc.	662,000
Margarine, shortenings	2,550,000
Meat, poultry & fish	1,668,000
Soups	120,000
Miscellaneous foods	2,989,000
Miscellaneous frozen foods	867,000
Food stores	2,301,000
GARDEN SUPPLIES & EQUIPMENT	526,000
GASOLINE & LUBRICANTS	7,532,000
Gasoline & oil	7,135,000
Oil additives	305,000
Miscellaneous	92,000
HOTELS, RESORTS, RESTAURANTS	211,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	9,611,000
Cleaners, cleansers	6,163,000
Floor & furniture polishes, waxes	2,939,000
Glass cleaners	2,000
Home dry cleaners	34,000
Shoe polish	435,000
Miscellaneous cleaners	38,000
HOUSEHOLD EQUIPMENT—APPLIANCES	1,418,000
HOUSEHOLD FURNISHINGS	772,000
Beds, mattresses, springs	419,000
Furniture & other furnishings	353,000
HOUSEHOLD LAUNDRY PRODUCTS	11,958,000
Bleaches, starches	2,010,000
Packaged soaps, detergents	9,262,000
Miscellaneous	686,000
HOUSEHOLD PAPER PRODUCTS	1,700,000
Cleansing tissues	428,000
Food wraps	194,000
Napkins	10,000
Toilet tissue	530,000
Miscellaneous	538,000
HOUSEHOLD, GENERAL	2,795,000
Brooms, brushes, mops, etc.	339,000
China, glassware, crockery, containers	364,000
Disinfectants, deodorizers	575,000
Fuels (heating, etc.)	45,000
Insecticides, rodenticides	950,000
Kitchen utensils	39,000
Miscellaneous	483,000
NOTIONS	10,000
PET PRODUCTS	2,380,000
PUBLICATIONS	507,000
SPORTING GOODS, BICYCLES, TOYS	634,000
Bicycles & supplies	2,000
Toys & games	526,000
Miscellaneous	106,000
STATIONERY, OFFICE EQUIPMENT	28,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	174,000
Radio & television sets	28,000
Records	134,000
Miscellaneous	12,000
TOBACCO PRODUCTS ETC.	8,535,000
Cigarettes	7,503,000
Cigars, pipe tobacco	882,000
Miscellaneous	150,000
TRANSPORTATION & TRAVEL	1,071,000
Air	802,000
Bus	97,000
Rail	165,000
Miscellaneous	7,000
WATCHES, JEWELRY, CAMERAS	1,152,000
Cameras, accessories, supplies	394,000
Clocks & watches	219,000
Jewelry	22,000
Pens & pencils	451,000
Miscellaneous	66,000
MISCELLANEOUS	2,237,000
Trading stamps	254,000
Miscellaneous products	1,167,000
Miscellaneous stores	816,000
TOTAL	$160,648,000

Another approach ■ While one beverage maker ran into tv code trouble with tv spots featuring mixed drinks, another was proceeding with a campaign advertising Martini & Rossi vermouth. The picture at right shows a clip for a Martini & Rossi tape commercial.

The setting of the commercial is in the hold of a ship (which accounts for the angle of the picture). In the commercial a hand comes out of a Martini & Rossi case (at left), brings out a bottle of vermouth and a tumbler and proceeds to pour. Heard in the background is a chant: "Martini & Rossi on the rocks."

A 10-second version has been running on WNTA-TV. Three other stations, WABC-TV, WCBS-TV and WNBC-TV are to be added for a 12-week campaign running through December. In that, 20-second versions will be used. None of the spots mentions that Martini & Rossi vermouth is a standard ingredient in martinis and other cocktails.

Renfield Importers Ltd., New York, considers the cocktail mix aspect of its vermouth a concidence. Renfield also markets Haig & Haig scotch, Gordon's London dry gin and Gordon's vodka. Tv commercials are produced on a 12-foot rig built at the MGM Hollywood studios, with a $9,000 production budget. Erwin Wasey, Ruthrauff & Ryan is the agency.

Daniel M. Bernheim, senior vice president-account supervisor writing in the agency's *Reading Matter* house organ, said the ban on mention of vermouth's role as a cocktail mix was imposed by the industry. He added, "in fairness, it must be said that if they did not impose the restriction, the government would."

MEDIA COMPARISON

Experts question common yardstick

The apples-and-oranges controversy over media comparison turned into a lemon session last week at the first fall meeting of the American Marketing Assn.'s New York chapter.

An agency-media panel gave Nielsen and Market Research Corp. of America executives some encouragement on the new magazine-tv services but was outspoken in its reservations on measuring viewing and reading in the same homes.

Some of the comments:

"I applaud the new measurements. But then we should sit back and ask ourselves: Have we learned something? Or are we perhaps more ignorant than before? Are they (magazine and tv audience measures) really comparable?" —E.L. Deckinger, vice president and media director of Grey Adv.

"Are these sleeping pills seducing us into a belief that you compare the two audiences?"—Thomas E. Coffin, NBC director of research.

"The industry should encourage more such work to 'explore dark areas' of research."—G. Maxwell Ule, senior vice president for marketing, Kenyon & Eckhardt.

Curtis C. Rogers, president, and Gus Hess, New York service supervisor of MRCA, outlined their Consumer Panel Media Service for the marketers, and Donald G. McGlathery, account executive for A.C. Nielsen Co., made his company's presentation.

How They Count ■ Both MRCA and Nielsen count heads for magazines and tv on a standing national panel with these individual approaches:

MRCA's Consumer Panel Service (BROADCASTING, June 20) correlates media activity with product and service buying in more than 150 categories. About 48 advertisers use the service. Diary information is updated twice a year for 35 magazines and three newspaper Sunday supplements, by using a sub-sample of 5,000 families over four weeks and twice a year for all tv viewing, using a 2,500-family sub-sample over two weeks.

The Nielsen Media Service (BROADCASTING, Sept. 26) was created specifically to help make media decisions in television and 12 major magazines (including three Sunday supplements). The NMS panel includes 2,500 homes using the Nielsen combined set-diary technique for television and interviews for magazines.

Mr. McGlathery also indicated things to come for NMS. Consumption patterns for various product groups will be included in future studies, while a study now is underway to analyze the large vs compact car market, including intent to purchase. Nielsen also is investigating a measurement of the newspaper audience as part of its "total" media concept.

MRCA's media work has demonstrated in cross-tabulations that tv watching and magazine reading are reasonably independent of one another, with light and heavy degrees in each activity, each balancing the others. "This dispells the theory that families who watch tv do not read magazines and vice versa," Mr. Hess said.

Apples & Oranges ■ The critics' panel voiced doubts about comparability of the data provided by both services. Dr. Coffin, spokesman for television in the AMA critique, added that the new trend goes against the route advocated last year by an Advertising Research Foundation committee when it set forth the goal of measuring audience "perception" on advertising.

Mr. McGlathery acknowledged that NMS is on a "rough measure" in terms of this goal. Dr. Coffin said the ARF audience concepts committee chairman, Seymour Banks, vice president of Leo Burnett Co., was cool to the new services. Mr. McGlathery's answer: The chairman's company has subscribed to NMS.

A TVB BONANZA FOR RESEARCH

$10,000 competition seeks ideas for delving into tv's effects on behavior

The most promising plan for new research into the effects of television on human behavior is worth $4,500 to Television Bureau of Advertising. That sum will be awarded to the person coming up with the best plan in a $10,000 tv research competition that ends March 15, 1961.

The TvB underwriting, announced over the weekend, is unique in the communications field. A governing committee, staffed by educators and business executives and chairmaned by Mark A. May, Yale professor and chairman of the U. S. Advisory Commission for Information, will select 18 plans from those submitted. Each of the selectees will receive $250. The top idea will get another $4,000 and the second best an additional $1,500, or a total $10,000 outlay in the competition.

George G. Huntington, TvB's vice president and general manager, said the "contest" is designed to shed light on a shadowy media area. "Nobody really knows how to measure or prove the relative effectiveness of television," Mr. Huntington noted, though he admitted "everybody has conducted a research test." Though testing may point the way, there's little known why a given result happened, he said, specifying also the inability to "generalize" in relating a result in dog food advertised on television to that of a Lestoil success in the medium.

Major Investment ■ The competition is regarded as a major investment in the medium. It's designed to create side benefits such as delivering more brainpower to a serious look at the medium while initiating interest in tv in fields of endeavor which never before considered it. The competition was developed as part of a basic research program begun by TvB two years ago and initiated by the bureau's board of directors at a meeting last year.

A number of "outside" sources in psychological research—colleges and universities as well as researchers with top advertisers and manufacturing organizations with research facilities (IBM for example)—are being urged to enter the competition. An estimated 1,000 colleges and universities already have been sent announcements on the competition.

TvB's booklet outlining the competition's purpose cites these "examples" of problem areas from which specific project subjects might be selected: civic behavior ("voting or other community activities"); learning and education ("whether formal or informal"); consumer behavior ("the purchasing process, including the making of choices"); cultural values and activities ("changing levels of public taste, prejudices, and their social manifestations"), and interpersonal relations ("the interaction of people as influenced by television").

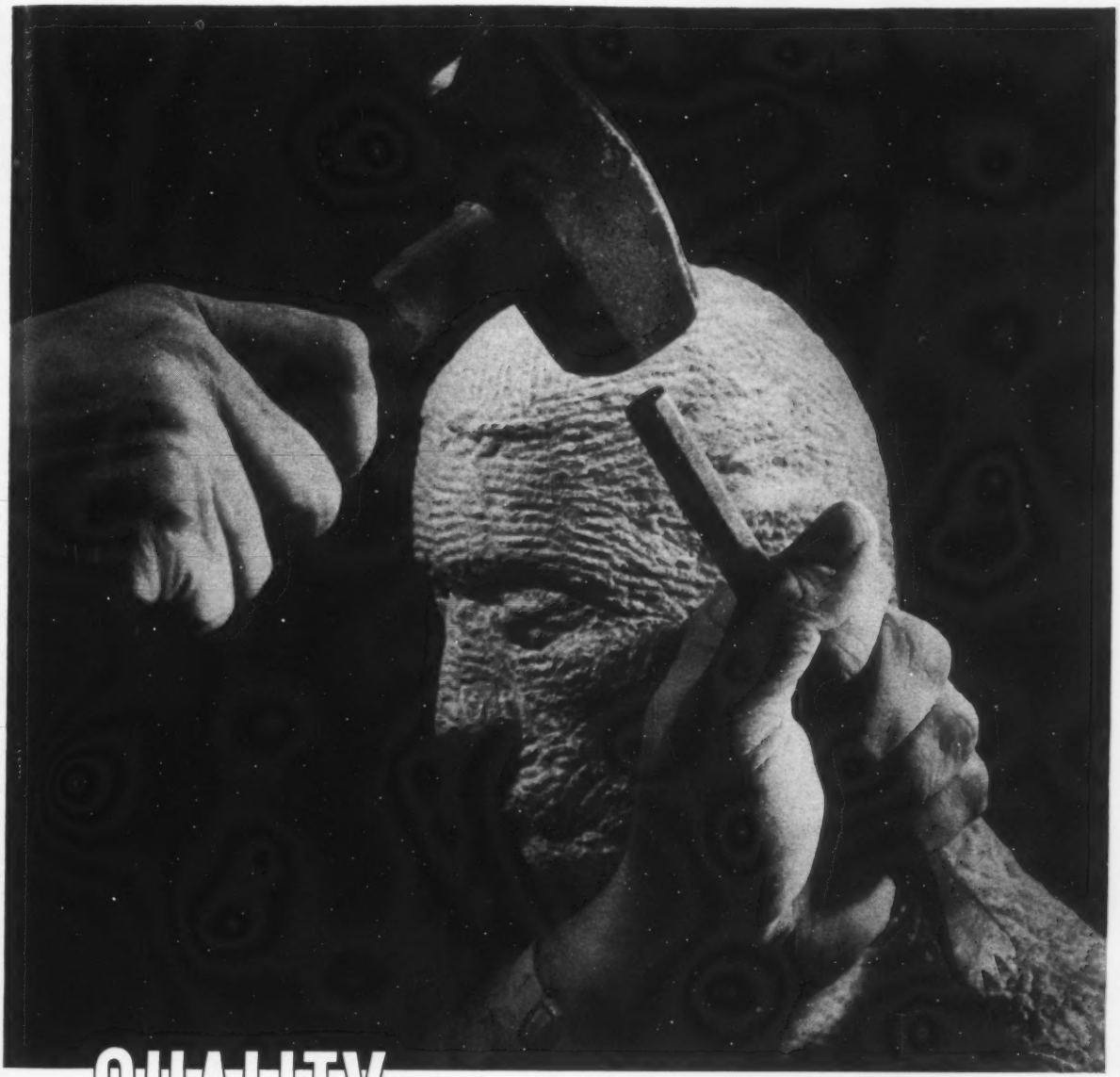
These examples, TvB said were not restrictive, however, with research plans encouraged to deal "with any aspect of human behavior, as affected by television" and the problem defined in either "basic" or "applied" terms. It was noted that individual research projects "focused on specific problems" were preferred over "plans for complex, long-term programs."

Fresh and Feasible ■ Judging ranges from the conception and importance of the problem itself to the soundness, freshness and feasibility of the research strategy to anticipated results and the plan's presentation. The competition is open to all (except those connected with its conduct or with TvB). Joint authorship is permitted and a single author is not limited as to the number of plans submitted. TvB's booklet announcing the competition outlines what is expected in the presentations made.

The governing committee in addition to Dr. May: Leon Arons, TvB vice president for research; C.R. Carpenter, psychology professor and director of the Div. of Academic Research and Services, Pennsylvania State U.; John B. Carroll, Harvard professor in the Graduate School of Education; Joseph T. Klapper, consultant for communications research in General Electric's behavorial research service; Paul F. Lazarsfeld, chairman of the Sociology Dept. at Columbia U.; Wilbur Schramm, professor of communication research and director of the Institute for Communication Research at Stanford U., and Milton Sherman, client service director at Marplan Div. of McCann-Erickson. Samuel A. Stoufer, a Harvard sociology professor, served on the committee before his recent death.

M-E finding: harsh commercials on wane

McCann-Erickson has found the hard-sell, irritating commercial failing in a study of their "high and low factors of memorability," Jack L. Van Volkenburg, president of M-E Productions (a division of the agency), told a regional meeting of American Women in Radio and Television, meeting in Nashville last week. Mr. Van Volken-



THE QUALITY TOUCH

The works of a master sculptor require no inscription to be recognized by the trained eye.

Similarly, that "quality touch" which sets apart great radio and television stations is just as quickly identifiable by those who know and value its importance in any successful campaign.

TELEVISION abc DALLAS

Serving the greater DALLAS-FORT WORTH market

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. *The Original Station Representative*

IN 4 STATION DETROIT

WJBK-TV

CONSISTENTLY LEADS THE MARKET

ARB says:

FIRST month after month Channel 2 has led the overall share-of-audience race in Detroit, with leads ranging up to 26% greater share than the No. 2 station 9 AM to sign-off, Sunday through Saturday, and 24% more average HOMES! (Aug., 1960) FIRST every book since November, 1959.

NIELSEN says:

FIRST month after month Channel 2 has led the parade in Nielsen as well. First in four out of the six 3-hour periods in May-June, 1960; first in all six periods in July. First in 31 out of 38 quarter-hour periods, Monday through Friday, 7:30 AM—5 PM in July.

Call KATZ

DETROIT

WJBK-TV

the STORER station backed by 33 years of responsible broadcasting

NATIONAL SALES OFFICES:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

burg's theme was centered on the upbeat signs in television programming and advertising. Only a few commercials now create an "offensive impression," he said, and this holds for tv programming as well.

Much of Mr. Van Volkenburg's speech debunked generally-believed complaints. Westerns, for example, he said, do not make up the bulk of programming (he asserted that "tv programming is far better balanced than you might expect."). Neither is it true, he continued, that there's too much violence in television. He thought most people have a utopian idea of the amount of "cultural programming" tv should provide: "We all know that given a choice, a mass audience will shift from serious programming to light entertainment."

Kenneth Runyon, vice president of Gardner Advertising, St. Louis, had some advice for those who use media research. First, it should be used properly, he said, and each technique (coincidental, diary, roster, electronic) has something it does better than the others. Second, its limitations should not be overlooked—this results in improper use or complete rejection when it doesn't produce what is expected. Third, the research user shouldn't become infatuated with sheer statistics. Fourth, there's more to research than results and any evaluation should consider the way they're obtained.

Walter K. Collins, radio-tv creative director, Fitzgerald Advertising, New Orleans, said some products can be demonstrated well, but others not. For the former, there's a definite place for the "hard sell" commercial, he said, but it's the products which can't be demonstrated easily, like food, that require creative ingenuity in their handling.

The AWRT "Music City U.S.A." conference ran Friday and Saturday (Sept. 30-Oct. 1).

Pulse head proposes changes in research

A proposal to overhaul several areas of broadcast research was made by Dr. Sydney Roslow, director of The Pulse Inc., New York, in a speech last Tuesday (Sept. 27) before the Omaha Advertising Club.

Ratings, according to Dr. Roslow, are not "geared to the requirements of modern selling, nor buying of local, non-network, radio and television time." Demand in spot radio is for availabilities in the morning rush hours, and in spot tv, for the evening rush hours, he added. Selling time in non-rush hours in radio is handicapped by the tune-in and by the many stations in each market, while television is faced with smaller audiences and higher costs.

Dr. Roslow argued that the time has come to gear broadcast research to measures of frequency, research and quality. Frequency, he pointed out, is the run-of-schedule buy, which spreads the commercial over many time periods, and is hampered by the current use of an individual quarter-hour rating for each period. The use of a frequency-

National Nielsen Radio Index

Network radio's leading advertisers

Based on four weeks ending Aug. 7, 1960

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

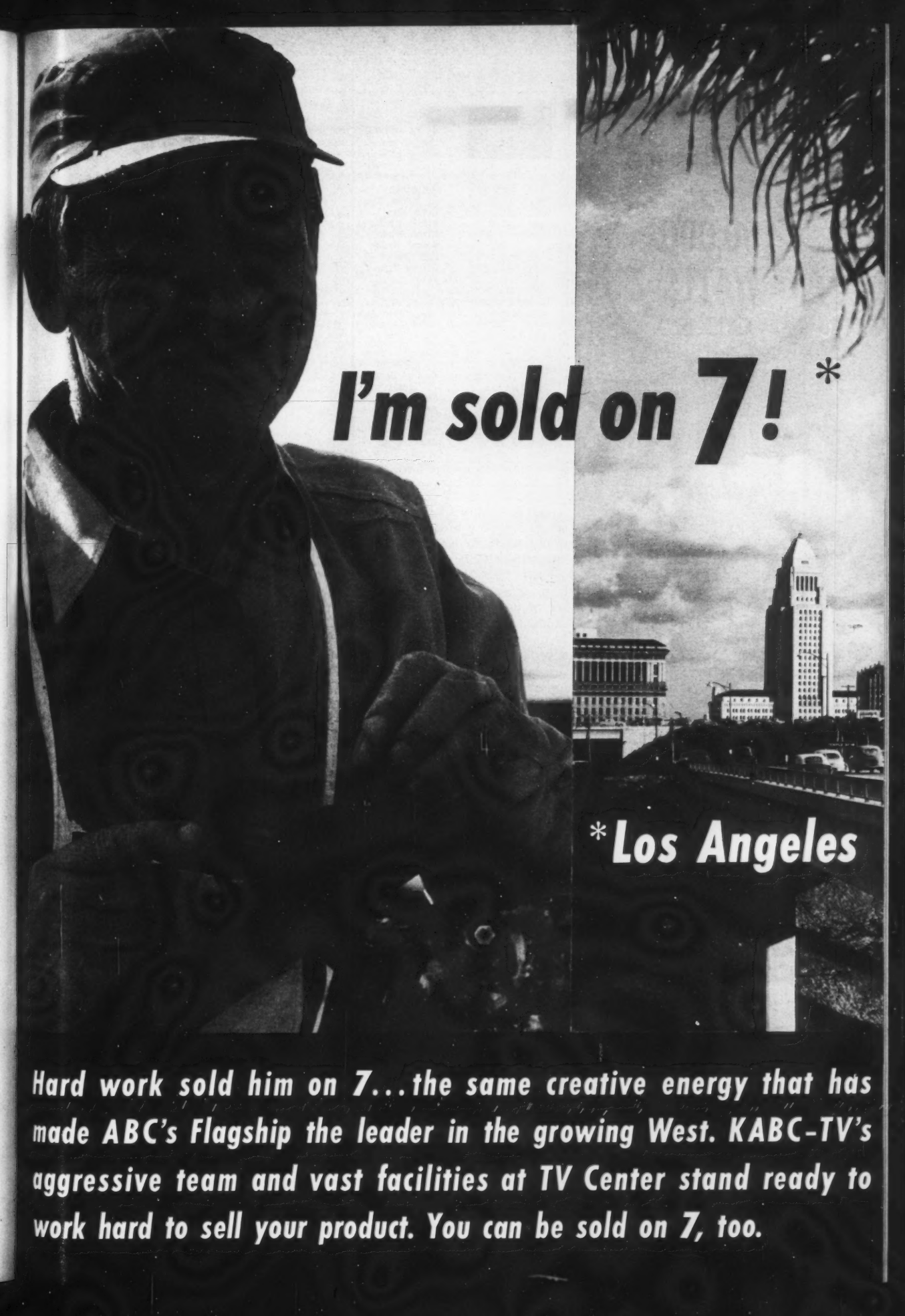
HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Pepsi-Cola	753	265,628
2	Chevrolet-Gen. Motors	216	120,573
3	Liggett & Myers	332	104,349
4	Midas	161	90,110
5	R. J. Reynolds	266	78,532
6	Metropolitan Life Ins.	124	72,303
7	General Mills	187	66,670
8	Kellogg	73	45,939
9	Ex-Lax	121	44,611
10	General Foods	85	39,072
11	Frito	101	38,871
12	Amer. Tel. & Tel.	164	36,340
13	Mennen	86	36,152
14	Automotive-Amer. Motors	88	35,414
15.	A.E. Staley Mfg.	44	34,075
16	Seven-Up	61	32,935
17.	Grove Div.-Bristol-Myers	72	32,691
18	Sterling Drug	64	27,499
19	Bristol-Myers	32	26,407
20.	S.C. Johnson	66	25,615

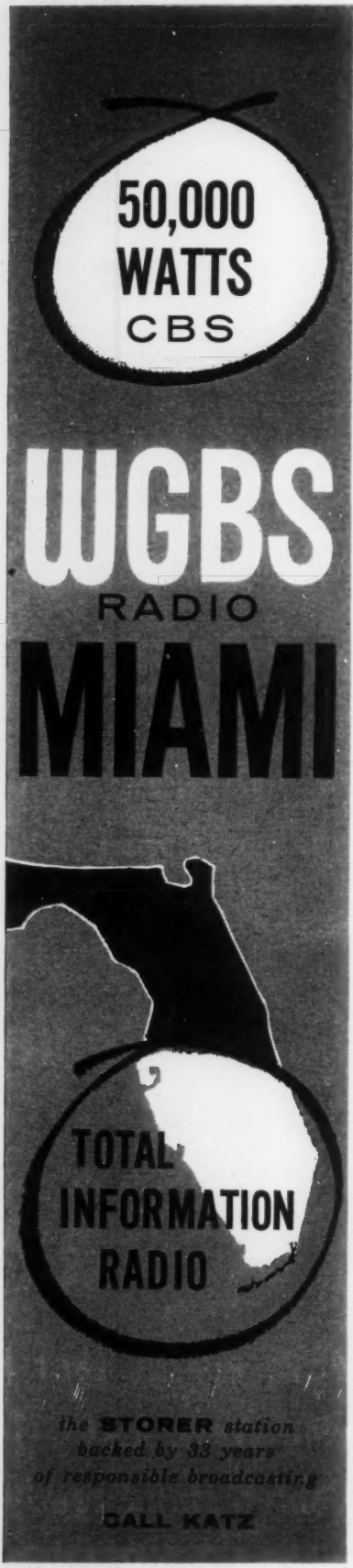
COMMERCIAL UNITS

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Mins. Del'd (000)
1	Chevrolet-Gen. Motors	199	103,615
2	Pepsi-Cola	254	101,929
3	Westinghouse	320	101,836
4	Liggett & Myers	281	76,359
5	General Mills	195	67,706
6	Midas	121	62,759
7	Metropolitan Life Ins.	104	56,292
8	Mennen	177	50,837
9	Seven-Up	92	47,563
10	R. J. Reynolds	167	44,288
11	Sterling Drug	80	33,585
12	S. C. Johnson	90	33,235
13	Oldsmobile-Gen. Motors	62	27,999
14	Ex-Lax	71	26,198
15	Kellogg	49	25,825
16	General Foods	55	25,682
17	Automotive-Amer. Motors	69	25,335
18	A.E. Staley Mfg.	34	25,323
19	Bristol-Myers	32	25,074
20	Grove Div.-Bristol-Myers	53	22,390

Copyright 1960—A. C. Nielsen Company



Hard work sold him on 7...the same creative energy that has made ABC's Flagship the leader in the growing West. KABC-TV's aggressive team and vast facilities at TV Center stand ready to work hard to sell your product. You can be sold on 7, too.



ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week Sept. 22-28 as rated by the multi-city Arbitron Instant ratings of Amrican Research Bureau.

Date	Program and Time	Network	Rating
Thur., Sept. 22	Untouchables (9:30 p.m.)	ABC-TV	21.1
Fri., Sept. 23	77 Sunset Strip (9 p.m.)	ABC-TV	20.8
Sat., Sept. 24	Gunsmoke (10 p.m.)	CBS-TV	31.0
Sun., Sept. 25	Alfred Hitchcock (9:30 p.m.)	CBS-TV	27.9
Mon., Sept. 26	Nixon-Kennedy (9:30 p.m.)	all networks	53.6
	Father Knows Best (8:30 p.m.)	CBS-TV	22.0
Tue., Sept. 27	Red Skelton (9:30 p.m.)	CBS-TV	26.1
Wed., Sept. 28	Astaire Time (10 p.m.)	NBC-TV	25.0

During the introductory period of the 1960-61 television season, ARB is conducting fast national ratings. These use Arbitronmeter devices in some areas, supplemented by telephone calls, to provide what ARB calls a truly national rating. The "instant nationals" started Sept. 18. Here are the top-rated programs for each day following:

National

Date	Program and Time	Network	Rating
Thur., Sept. 22	Real McCoys (8:30 p.m.)	ABC-TV	27.7
Fri., Sept. 23	77 Sunset Strip (9 p.m.)	ABC-TV	26.6
Sat., Sept. 24	Gunsmoke (10 p.m.)	CBS-TV	35.6
Sun., Sept. 25	Alfred Hitchock (9:30 p.m.)	CBS-TV	26.8
Mon., Sept. 26	Nixon-Kennedy (9:30 p.m.)	all networks	65.7
	Father Knows Best (8:30 p.m.)	CBS-TV	24.2
Tue., Sept. 27	Red Skelton (9:30 p.m.)	CBS-TV	30.8
Wed., Sept. 28	Wagon Train (7:30 p.m.)	NBC-TV	31.2

Copyright 1960 American Research Bureau

rating, he said, would provide an average rating for a broad time period and would prove to be more economic to ascertain and more efficient to use. He defined "reach" as a measure of circulation, designed to supply the total number of unduplicated homes, or persons exposed to the advertisement. A measurement of quality would enable the advertiser to reach the audience with the largest number of potential customers for his product, Dr. Roslow said.

Dr. Roslow commented that Pulse is not changing its basic service at this juncture, but will propose "research for our clients emphasizing average ratings by broad periods, and several qualitative factors describing the audience delivered during these periods."

Fuller & Smith & Ross tells broadcast plans

Fuller & Smith & Ross, New York, last week outlined plans to expand its role as "a major force" in the broadcast field and at the same time strongly criticized "the half-dozen giant agencies who have forced formula programming down the throats of sponsors and the nation's viewers."

Arthur E. Duram, F&S&R senior vice president for radio-tv, announced the following moves at the agency as part of its program to "assert itself" in the broadcast area. Edward H. Mahoney, formerly a broadcast vice president with Benton & Bowles and Cunningham & Walsh, both New York, has been named to the new post of vice president and manager of F&S&R's radio-tv department; George Wyland, formerly with J. Walter Thompson Co., New York has been appointed head of a creative unit to handle television activities for Alcoa; and Peter Cardozo, vice president and radio-tv copy creative director, is assuming additional responsibilities in the area of production.

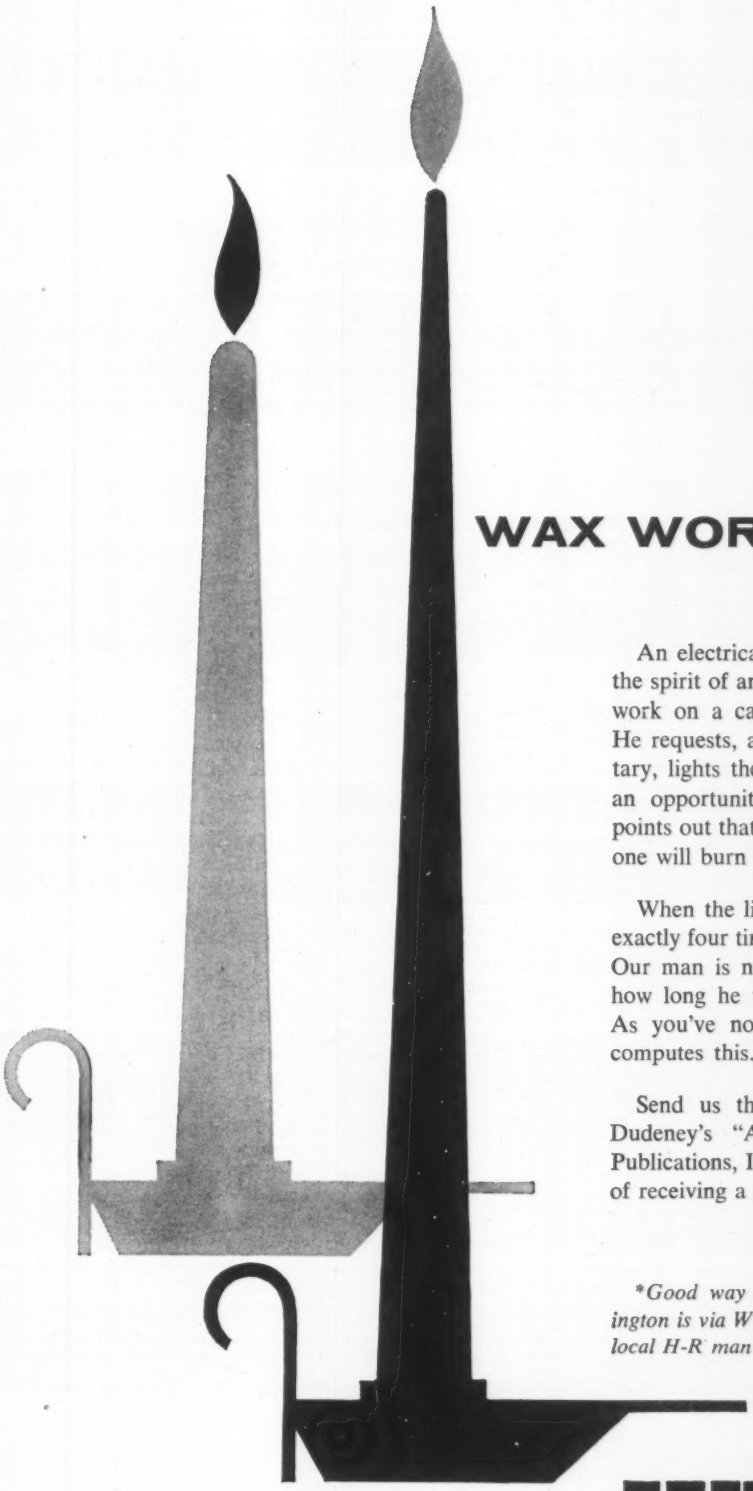
F&S&R has expanded its New York headquarters facilities to include electronic equipment and a complete-closed circuit tv system. This workshop, according to Mr. Duram, provides the agency with a proving ground where "costly risks can be eliminated prior to actual film production.

Mr. Duram stressed that, as in the past, the agency will aim for programming providing quality, showmanship and originality for its clients. He attacked the "formula programming" practice he ascribed to large agencies, calling it "the safe-at-any-price approach to tv through its deadly adherence to programming for noses instead of people . . ."

New survey can tell if listeners remember

A new service designed to measure recall of tv commercial messages goes into operation today (October 3). Called TV Commercial Reports, launched by the marketing research organization of Audits & Surveys Co., New York, the new commercial copy research service will measure penetration and retention of commercial messages, sales points and ideas among program viewers, according to Solomon Dutka, A&S president.

TV Commercial Reports will operate as a division of Audits & Surveys and will be headed by Jack Boyle, former president of Qualitative Research Inc. Young & Rubicam and McCann-Erick-



WAX WORKER

An electrical storm extinguishes the lights,* but not the spirit of an indomitable H-R representative, hard at work on a campaign proposal involving WMAL-TV. He requests, and receives, two candles from his secretary, lights them, and goes on with his work. Sensing an opportunity for one of these ads, the secretary points out that although the candles are of equal length, one will burn for four hours, the other for five.

When the lights go on, what is left of one candle is exactly four times as long as the remainder of the other. Our man is no clock watcher, but he needs to know how long he worked by candlelight for time records. As you've no doubt guessed, he quickly and easily computes this. Can you?

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics" — Dover Publications, Inc., N. Y. Repeat winners can be assured of receiving a different prize.

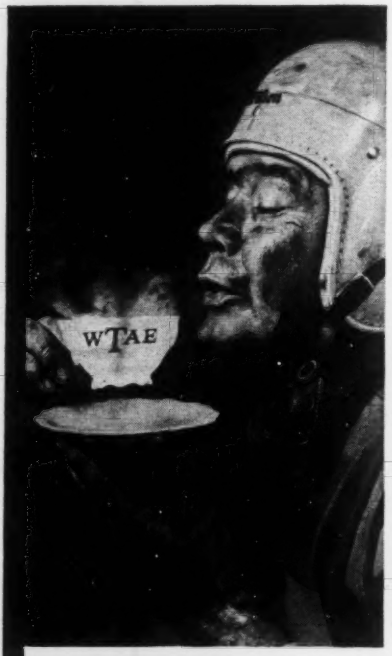
**Good way to throw light on your product in Washington is via WMAL-TV's first-run, late-nite movies. Your local H-R man will be glad to discuss this light source.*

wmal-tv abc

Washington D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.



IN PITTSBURGH

Take TAE and See...

how top TV pro's help good selling messages sell better

BEHIND THE CAMERAS

WTAE department heads average fifteen years of experience in broadcasting. Engineering and directorial personnel average eight years in TV. These professionals provide the deft, sure performance and bright programming that is a WTAE trademark.

BEFORE THE CAMERAS

The tri-state's best known performers give extra personal sell to every message they deliver. Among them are the first news and sports broadcasting team ever seen on Pittsburgh TV and the first women's affairs director. In total, there are eleven on-the-air performers who average more than nine years TV experience. Take TAE and see how they sell for you.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

son are charter subscribers.

The technique to be used by TV Commercial Reports will be 24-hour recall, with reports consisting of tabulated material, verbatim playbacks and story board scripts. Reports will contain: recall of the commercial at two levels; recall of correct brand name; verbatim responses to probing questions on recall of sales points; verbatim responses to recall of the commercial's main ideas and feeling; which points or ideas recalled were of most interest to the respondent, and respondent's overall appraisal of the selling effectiveness of the commercials.

In cases where the basic interviewing schedule does not meet a client's full needs, e.g., daytime broadcasts, it will be possible to cover additional programs under an identical interviewing situation, Mr. Boyle says.

Business briefly

Time Sales

Back for more ■ C.F. Mueller Co., Jersey City, N.J., after a summer suspension of broadcast activity for its Mueller's macaroni, has returned for 33 weeks of spot media. The radio drive consists of minutes, with live tags, in the top 25 markets. Tv minutes and ID's are utilized in three markets: New York (18 weekly), Boston (10 weekly), and Philadelphia (6 weekly). Agency: Doherty, Clifford, Steers & Shenfield, N.Y.

Seasoned ■ Angostura-Wupperman Corp., Elmhurst, N.Y., has reentered the New York and Los Angeles markets with tv spots for Angostura aromatic bitters. The advertiser, which saw its sales climb during the campaign earlier this year with spots suggesting the product's use in hamburgers and tomato soup, will continue this same approach in new spots executed by cooking authority Dione Lucas. By Jan. 15, 1961, when it may be extended, the campaign will use 26 spots weekly in L.A. Agency: Foote, Cone & Belding, N.Y.

Farm series ■ Massey-Ferguson Inc. (farm machinery), via Needham, Louis & Brorby, Chicago, is sponsoring *Today on the Farm*, a new NBC-TV weekly program starring singer Eddy Arnold as host and featuring news commentator Alex Drier (Sat. 7-7:30 a.m., in all time zones). It had been reported earlier that the advertiser was looking for a new property in another network after its *Jubilee USA* show on ABC-TV was forced off by the network's acquisition of Gillette's *Saturday Night Boxing* (BROADCASTING, Sept. 5).

Moving east ■ Kal Kan Foods., L.A., has selected Wichita, Liberal and Hutchinson, all Kansas, as test markets for its meatball-type pet food, which heretofore has been advertised only on the West Coast. A saturation tv spot campaign is planned to support print advertising. Fuller & Smith & Ross' Los Angeles office, Kal Kan's agency, will handle the campaign with Tom Shea as account executive.

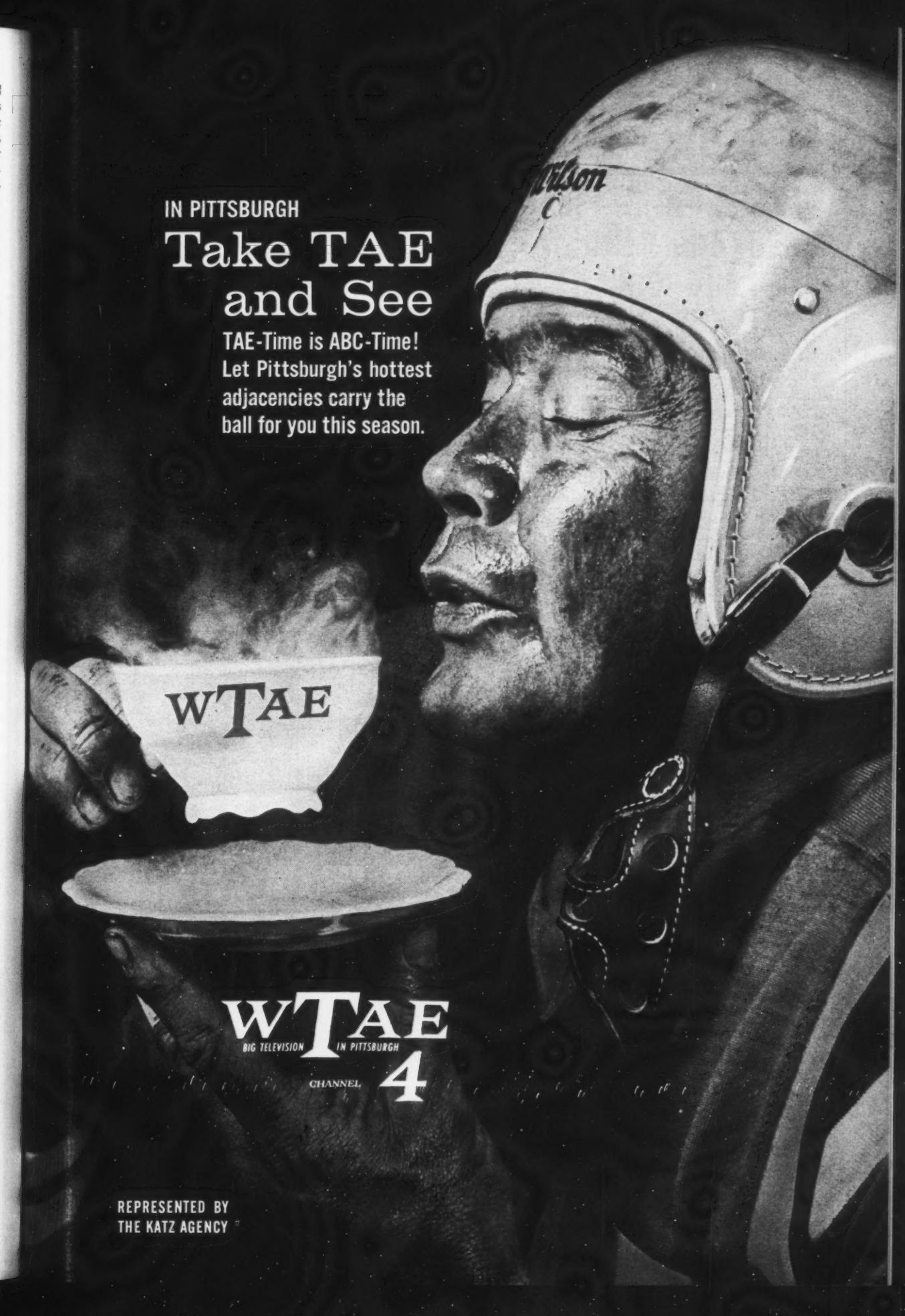
'Yearbook' mailing begins

The 26th consecutive BROADCASTING Yearbook ● Marketbook issue was put into the mail last week to subscribers. This 550-page volume is the basic reference and sourcework for the business of broadcasting. It contains 46 separate directories covering every facet of the television-radio field and its allied arts.

The new 1960 edition of this desktop, one-book library contains more than a half-million words comprising the vital economic, technical and business facts that are fundamental to effective buying and selling in the tv-radio marketplace. It is organized for speedy reference by timebuyers, account executives and other agency and advertiser executives, as well as by anyone and everyone who has an interest in tv and radio.

Detailed station directories cover the 4,839 tv, am and fm stations now on the air. New statistics made available by the U.S. Census Bureau, American Research Bureau and A.C. Nielsen Co. give insight into the growth of the county-by-county marketing base. Other sections set forth the latest information on advertising billings, advertising agencies, program producers and distributors, audience, broadcast time sales and major trends and events. Additional sections cover regulation (both imposed and voluntary), trade associations and professional groups, communications attorneys, consulting engineers, station brokers, talent agents, news services, newspaper and group ownerships, networks (both national and regional), closed circuit tv, community antenna systems, pay tv interests and the facts, figures and history of broadcasting.

Single copies, as long as they last, may be obtained for $4 each. Yearbook issue plus the 52 weekly issues of BROADCASTING are $11. Send orders to BROADCASTING Circulation Dept., 1735 DeSales St. N.W., Washington 6, D.C. For foreign postage, add $1.


IN PITTSBURGH
Take TAE and See
TAE-Time is ABC-Time!
Let Pittsburgh's hottest adjacencies carry the ball for you this season.
WTAE
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
REPRESENTED BY
THE KATZ AGENCY

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 and June 11, 1960 (74 Stat. 208) Showing the Ownership, Management, and Circulation of Broadcasting, published weekly at Washington, D.C., for September 26, 1960.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—EDWIN H. JAMES, Bethesda, Md.

General Manager—MAURICE H. LONG, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 21,960.

MAURICE H. LONG
Vice President and General Manager

Sworn to and subscribed before me this 26th day of September, 1960.

MARY JO FREEHILL
Notary Public

(Seal)

(My commission expires April 14, 1965)

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING for the past 12 months averaged a paid weekly circulation of 21,960 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field as confirmed by Audit Bureau of Circulations. Incidentally only BROADCASTING in its field qualifies for ABC membership since the pre-requisite is paid circulation.

That's why the intelligent advertiser always chooses BROADCASTING as his basic promotional medium in the radio-tv trade field. He knows paid circulation is a true reflection of the publication's value.

PROGRAMMING

UNIONS TEAM-UP FOR ACTION

SAG and AFTRA join hands to build bargaining bloc in radio-tv negotiations

The broadcast unions' first step toward their self-proclaimed goal of "united labor action" (BROADCASTING, Sept. 26) was taken last week when the Screen Actors Guild participated with the American Federation of Television & Radio Artists for the first time in negotiations with the radio-television networks, advertising agencies, independent producers and New York tv film producers.

Both sides maintained a hush-hush secrecy about the demands proposed by AFTRA, but, in the words of one management official: "They're difficult to analyze but we know they're rugged, and unless the unions come way down on their demands, I wouldn't be surprised to see a strike."

Though both management and labor declined to reveal any details of AFTRA's proposals, it was learned the most revolutionary demands are in the area of live, tape and film commercials and local tv programs, which also will apply to the Screen Actors Guild. AFTRA has set up a unit system covering 22 cities of varying sizes, giving each city a certain unit. Under this system, a city under 500,000 population is given one unit; larger cities are given larger units, depending on their population, and New York gets 21.

Wild Spot Rates ■ In the area of the wild spot commercial, this unit system will be applied to a formula consisting of $15.60 for each single unit for unlimited use of a commercial over a 13-week basis. For example, if the spot is to run in five cities with a total of 20 population units, the fee would be computed by multiplying 20 by $15.60 for a total of $312. This covers on-camera performers; off-camera performers will receive 80% of the sum. The minimum fee in this category would be $156.

The unit system cannot be always compared precisely with rates under AFTRA's present pact because of the different approach. But in the larger cities it is thought that the new rates would prove considerably higher. For example, under the current contract, the 13-week, on-camera fee in New York is $175, as compared with about $325 under AFTRA's proposal.

Similarly, in the area of local tv programs covering 20 cities or less, AFTRA also has suggested a population unit formula, with $17.50 the basic yardstick. This would mean that for a group of cities totalling 20 units, the on-camera fee for 13-week unlimited use of a program would be 20 multiplied by $17.50 for a total of $350. The minimum fee would be $175 and all off-camera fees would be 80% of the on-camera payments.

A special fee arrangement is proposed for New York, Chicago or Los Angeles amounting to $400 in each of these cities for on-camera artists; $325 for off-camera performers. This cost structure again reflects a considerable increase for larger cities and a more equitable one for smaller cities.

Network Tv Fees ■ The network tv commercial fee increases sought by AFTRA are reported to be relatively modest. The minimum for on-camera performers is set at $100 and off-camera at $80, as compared with $93 and $67 in the AFTRA pact expiring on Nov. 15. AFTRA, however, is seeking a stronger re-use formula. For example, AFTRA is seeking 100% of the original fee for all additional uses of the commercial for principal performers on-camera, and 80% of the original fee for subsequent re-uses for off-camera and secondary performers. In

ORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Oct. 3-7, 10-12 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Oct. 3-7, 10-12 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Oct. 3-7, 10-12 (10:30-11 a.m.) **Play Your Hunch**, part.

Oct. 3-7, 10-12 (11-11:30 a.m.) **The Price Is Right**, part.

Oct. 3-7, 10-12 (12:30-1 p.m.) **It Could Be You**, part.

Oct. 3-7, 10-12 (2-2:30 p.m.) **The Jan Murray Show**, part.

Oct. 3-6, 10-12 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

Oct. 4 (10-11 p.m.) **Rivak, the Barbarian**, sust.

Oct. 5, 12 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Oct. 5, 12 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Oct. 6 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Oct. 8 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Oct. 8 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

Oct. 8 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

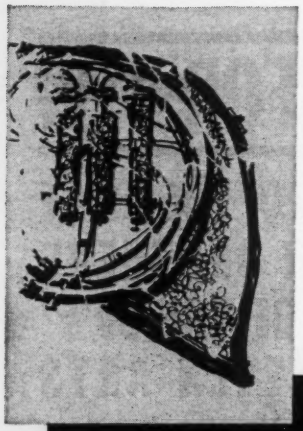
Oct. 9 (6-6:30 p.m.) **Meet the Press**, sust.

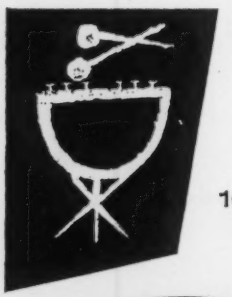
Oct. 9 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson and Beechnut through Young & Rubicam.

Oct. 9 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Oct. 11 (10-11 p.m.) **The Donald O'Connor Show**, Brewers' Foundation through J. Walter Thompson.

NOW FOR T.V.
ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS
SAA
SEVEN ARTS ASSOCIATED CORP.
NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564
a Star is Born




10,000 Watts
FULL TIME
KQBY
Radio AND FM
National Representatives: PETERS, GRIFFIN, WOODWARD, INC.
GORDON BROADCASTING COMPANY
America's First Family of
Fine Music Stations
KQBY San Francisco ★ KSDO San Diego ★ KBUZ Phoenix

the present pact, the re-use principal is on a downward sliding scale after initial exposure.

In the area of network tv programs, SAG is not involved. AFTRA is seeking an approximate 15% increase to bring the single minimum payment for principal performers to $100 for a 15-minute program; $180 for a half-hour show; $260, hour show; $340, 90 minutes and $420, two hour program.

Joint negotiation and administration by SAG and AFTRA is viewed as a move toward equalizing their rates. One management spokesman said: "In some areas, AFTRA has been ahead; in others, SAG has been ahead. They hope this new pact will give them the best of 'both worlds'."

The Negotiators ■ SAG's contract expired late this past summer but the pact was extended, with the agreement of the Film Producers Assn. of New York, to coincide with AFTRA's expiration date of Nov. 15. Participants at the opening session include the executives from the three tv networks, the four radio networks, and FPA. Representatives of the advertising agencies, which sign letters of adherence to all contracts, sat in as observers and a representative of the Assn. of National Advertisers attended as an "unofficial observer." Those attending were handed AFTRA's demands, into which were included provisions applicable to SAG, and were advised that other proposals will be forthcoming at the next meeting, scheduled for Oct. 11.

AFTRA's proposals also included demands in the network radio and transcription fields, and in these areas increases ranging from 10% to 20% are being sought depending on the performers' category.

The Screen Actors Guild also is seeking a pension-welfare fund covering performers in commercials. AFTRA already has such a fund. The SAG fund would be financed by employers' contribution of 5% of gross fees.

Plea for dismissal in post-'48 case

Seven Arts Productions, Toronto, last Monday (Sept. 26) asked the New York Supreme Court to dismiss the Triangle Stations' application for an injunction to halt the sale of post-'48 Warner Bros. features (BROADCASTING, Sept. 26). Affidavits filed with the court challenged Triangle's contention that Triangle, in effect, had an agreement with Seven Arts for an option to buy the films in its station markets.

Triangle's application claimed that in 1957, when the station group bought pre-'48 features from Association Artists Productions, it also obtained exclusive market rights to all post-'48 features at $4,000 per feature, subject to certain stated escalation. Triangle contended that Seven Arts was established to "evade" Triangle's option, pointing out that Eliot Hyman was head of AAP and now is president of Seven Arts Associated Corp., a division of Seven Arts Productions, which distributes the post-'48 features. Seven Arts replied there is "no connection" between AAP and Seven Arts, and insisted there is no contractual agreement between Seven Arts and Triangle.

The court reserved decision, pending a study of all material submitted.

ASCAP PEEVES
Inaccurate credits, BMI raids alleged

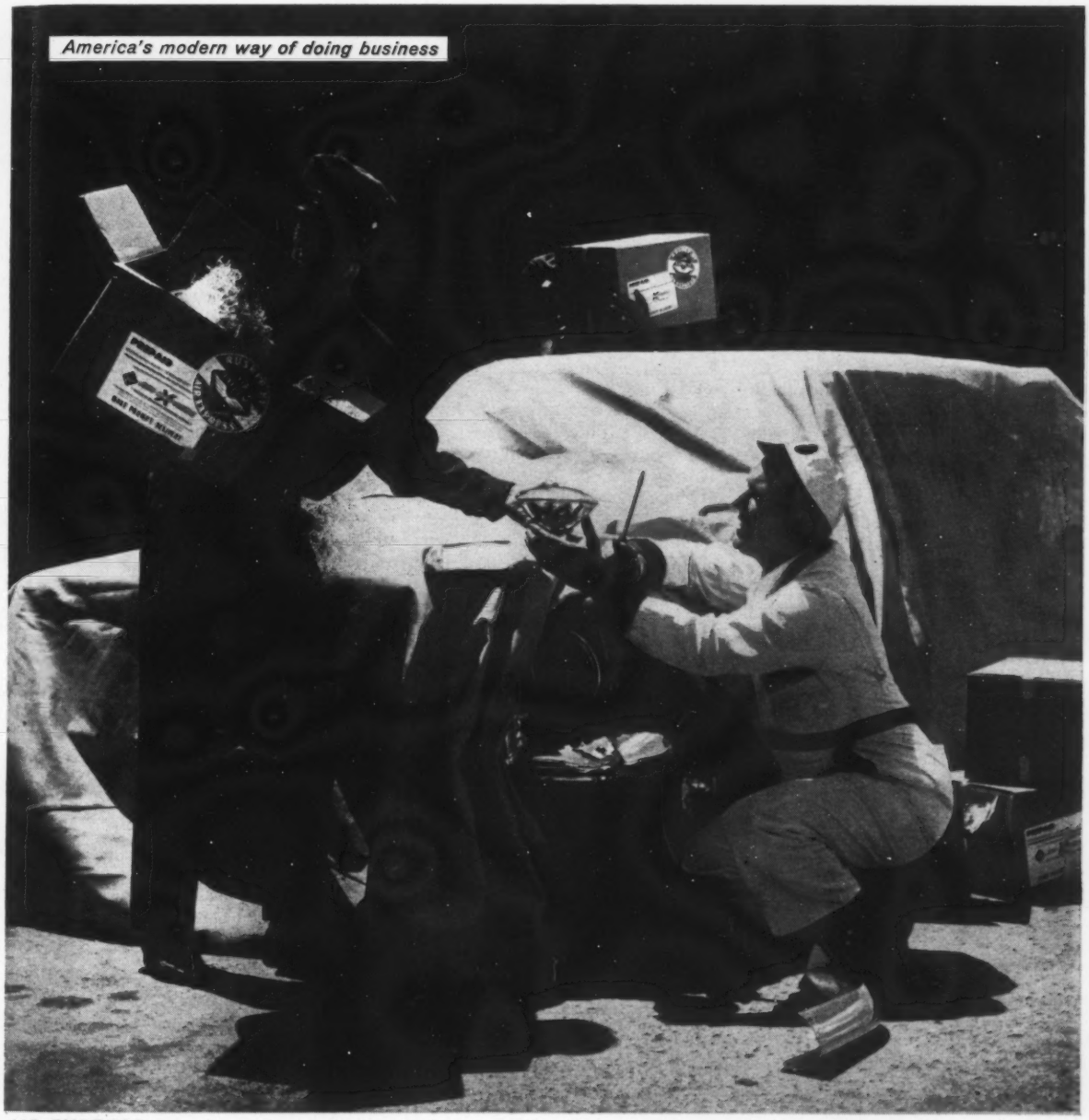
Complaints were the order of the day at the west coast membership meeting of the American Society of Composers, Authors & Publishers, Wednesday (Sept. 28) in Beverly Hills, Calif. Despite the controller's report that ASCAP income for the first seven months of the year had totaled $19,668,982, more than $1.5 million ahead of the gross of $18,160,433 for the same period of 1959, the mood of the assembly of some 200 songwriters and publishers was one of discontent.

ASCAP President Stanley Adams started it off with a blast at the society's traditional enemy, BMI, which he accused to raiding ASCAP's membership and luring writers into the BMI fold by exhorbitant payments, made not for their contributing anything to BMI, but merely for promising not to contribute anything to ASCAP.

Under the terms of the new consent decree accepted by ASCAP, the society is prevented from paying writers not to write for BMI, President Adams stated, angrily asking why BMI is not bound by the same sort of regulation. Wolfe Gilbert, a west coast director of ASCAP, called for action to oppose the BMI raiding tactics, which he called "immoral and totally unfair."

But most of the expressions of discontent were directed at the methods by which performance credits of members are collected. Walter Gross demanded that "as a society in the business of surveying and tabulating performances, we should be as accurate as possible."

SOS to FCC ■ Mr. Gross suggested that the FCC, as the government agency responsible for broadcasting, should be asked to help ASCAP obtain performance data from the individual stations. The networks provide ASCAP with logs of performances and BMI gets this sort of cooperation from the stations, he asserted. So why can't AS-



AIR EXPRESS speeds newly created parts to assembly site in time for car to bow at international auto show

Air Express takes priority on all scheduled U. S. airlines

AIR EXPRESS is in the auto business, now! This crew is just finishing off the latest model. Hours from now, it will bow at a glamorous auto show. Many new parts were completed just in time, and flown to this assembly point with jet speed. All 35 scheduled U.S. airlines pampered them with priority treatment. AIR EXPRESS trucks (13,000... many radio-dispatched) rushed them door-to-door at both ends of their flights. As each part arrived, the shipper got a teletype receipt. That's service! AIR EXPRESS is in other businesses, too. It should be in yours. There's no finer partner and rates are low. One phone call is all it takes.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

CAP get it as well, he asked, urging the society's officials to ask this question of the FCC.

Reporting that he received seven performance credits for one tune in a period when he knew it had between 400 and 500 performances, Mr. Gross belabored the present survey as too haphazard to measure the use of recorded music by the nation's disc jockeys who are responsible for "keeping our kind of music alive."

Herman Finkelstein, ASCAP general counsel, said that he had the opportunity to examine one report made by a station to BMI and to compare it with the actual performance. "There was absolutely no similarity, coincidentially or otherwise," he declared.

An FCC order to give ASCAP full performance reports might work a hardship on stations, Mr. Finkelstein observed, but perhaps it should be done in the public interest. He commented that perhaps the compilation of such records would help abolish payola by exposing it.

Consent Decree Restriction ■ Stating that he had long advocated a single survey system for measuring both BMI and ASCAP performance credits, Mr. Finkelstein explained that ASCAP had nothing to do with making such measurements. Under the terms of the consent decree (BROADCASTING, Jan. 11), ASCAP was ordered to select a qualified research organization to do the job. "Joel Dean Assoc. was picked and was subsequently ratified by the Department of Justice," he said. ASCAP itself can not propose a change in the setup to the FCC, but such a proposal might be made by the Judge, appointed by the court to supervise the operation of the ASCAP system. Mr. Finkelstein promised to send a full report of the statements of Mr. Gross and others at the meeting.

The other speakers included Al Jarvis, veteran disc jockey, who contended providing performance lists would be easy for stations. Mr. Jarvis said he makes five copies of the tunes played on his program on KLAC Los Angeles and gives four of them to the station, "which can reach into the file and tell you what I played seven months ago. With only a few exceptions every station in the country can tell you what all their disc jockeys play."

ASCAP membership now totals 5,085 active writer members and 1,589 publisher members, plus 635 non-participating writers, Mr. Adams told the meeting.

New programs draw sluggish response

The 1960-61 season's new network tv program entries continued to have spotty success in the ratings derby last week, based on returns in American Research Bureau's Arbitron Overnight National Reports. The following table shows the ratings of new programs (and of their opposition) for the period Sept. 23-28. The new entries, including some that had started before last week, are shown in boldface.

Time		ABC		CBS		NBC	
Fri. Sept. 23	7:30-8	Walt Disney	13.0	Rawhide	14.7	Dan Raven	12.2
	8-8:30	Walt Disney	14.0	Rawhide	15.3	Dan Raven	15.1
Sat. Sept. 24	8:30-9	Leave It to Beaver	18.7	Checkmate	22.3	Tall Man	14.2
	9-9:30	Lawrence Welk	18.4	Checkmate	21.1	Deputy	18.2
Tues. Sept. 27	9-9:30	Closeup	3.9	Tom Ewell	19.8	Thriller	26.0
Wed. Sept. 28	7:30-8	Hong Kong	9.9	Aquanaut	15.1	Wagon Train	28.8
	8-8:30	Hong Kong	11.8	Aquanaut	16.7	Wagon Train	33.6

WRGB puts your MESSAGE WHERE THE SALE BEGINS

Sales begin long before sales are made, and WRGB is there at the outset in the homes and on the minds of the people who can translate your message into sales.

Sales begin here, too, because more and more manufacturers are discovering the test-marketability of this Northeastern New York and Western New England audience. The thousands of engineers, skilled workers, farmers and their families who live here represent a wide cross section of preferences and tastes. And, the metropolitan, suburban and rural nature of this market further gives you an excellent sampling of modern America's living habits. But, what really makes sales begin here is that WRGB is the number 1 voice and picture in this area. Let WRGB place your message where sales begin. Contact your NBC Spot Sales representative.

WRGB CHANNEL 6
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

total RADIO

Detroit is speaking its piece—and loving the opportunity—on WWJ's exciting radio public forum. A torrent of phone calls rushes to the studio every evening. Citizens from far and near air their views on myriad timely subjects as the whole town listens. And popular Bob Maxwell handles every one with consummate skill.

Human interest, community service, a salesmaker! That's "Phone-Opinion", another example of Total Radio for the Total Man on WWJ.

Better place your call today—
to your nearest PGW office.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
OWNED AND OPERATED BY THE DETROIT NEWS

the all new—

BROADCASTING YEARBOOK* MARKETBOOK

"One-book library of television and radio information"

46 separate directories indexing the world of broadcasting

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the largest and most complete encyclopedia-type book ever published for the business of broadcasting. The information in this book is massive (more than half a million words), *and* it is organized for speedy reference.

It's a desk-top book. You'll use it constantly throughout the year for facts and figures, names and addresses—for data available in no other single source.

Compiled, edited and written by the same staff that produces BROADCASTING — The Businessweekly of Television and Radio. Serving the business side of broadcasting since 1931.

* Published every September

BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO 1735 DeSales Street, N. W., Washington 6, D. C.

☐ **New Yearbook and the next 52 issues of BROADCASTING Businessweekly — $11.00**

☐ **52 issues of BROADCASTING Businessweekly — $7.00**

☐ **New Yearbook *only* — $4.00**

name *title/position*

company name

address

city *zone* *state*

Please send to home address——

Triangle inaugurates new fm programming

Triangle Stations inaugurates a new fm programming service to its five fm outlets this month. The format will consist primarily of music, classical, opera and light opera, musical comedies and popular with regular news broadcasts. It began Oct. 1 on WFIL-FM Philadelphia, WNBF-FM Binghamton, N.Y., and WNHC-TV New Haven, Conn. It will start Oct. 17 on WFBG-FM Altoona, Pa., and is slated to begin Oct. 31 on KRFM (FM) Fresno, Calif. According to Triangle, the service will cover a nine-state area serving 5.4 million people. The service has involved months of pre-testing during which surveys of audiences in the top 50 markets were evaluated to determine fm audience preferences, Triangle reports.

■ Program notes

Crosby catv defeated ■ Proposal by Bing Crosby Productions Inc. to establish a community television system in Lompoc, Calif., was defeated 2 to 1 in a special referendum last week. The Crosby company had asked for a 20-year franchise and this had been approved, 3-2 by the city council. The referendum was required after voting citizens petitioned for a special election. Crosby petitions for similar franchises in Santa Maria and San Luis Obispo had been held in abeyance pending the outcome of the Lompoc vote. Active in opposition to the catv proposal were KEYT (TV) Santa Barbara and KSBY-TV San Luis Obispo. Mr. Crosby is chairman of the radio-tv division of Nafi Corp., which owns KCOP (TV) Los Angeles, KPTV (TV) Portland, Ore., and KFJZ-TV Fort Worth, in addition to KXYZ Houston.

The verdict ■ C&C Films Inc., New York announced last week that the American Arbitration Assn. has rendered an award of more than $44,000 in favor of C&C against Triangle Publications Inc. C&C officials said the dispute centered around "a matter of honest differences of opinion over the meaning of contractual provisions" relating to delivery requirements of RKO feature films by C&C to the Triangle stations.

Behind bars ■ Ed Reed and Ron Oppen, newsmen of WTVJ (TV) Miami, spent six days in prison last week—shooting a documentary about the Florida State Prison at Raiford for *FYI*, a prime-time news show. According to the station, the program is not intended as an exposé but rather as an attempt to present what the prison and prison life are like, the good and

KRNT Radio is very big in Des Moines

Big in total audience – see all surveys

Big in total adult audience – see all surveys

Big in service to the community – see Central Surveys

Big in news – ten years of dominance – see all surveys

Big in personalities – see Central Surveys

Big in believability – see Central Surveys

Big in local business

Big in the lives of people in the community–see the people

Big in sales impact – see Katz

KRNT is Total Radio in Des Moines

A COWLES OPERATION

A BILLION DOLLARS ON A SILVER PLATTER
It's not exactly a gift . . . but it's yours with one simple buy. Buy WSFA-TV and you effectively reach Montgomery and Central-South Alabama . . . where a million people spend over a billion dollars every year.
WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12
Represented by Peters, Griffin, Woodward, Inc.
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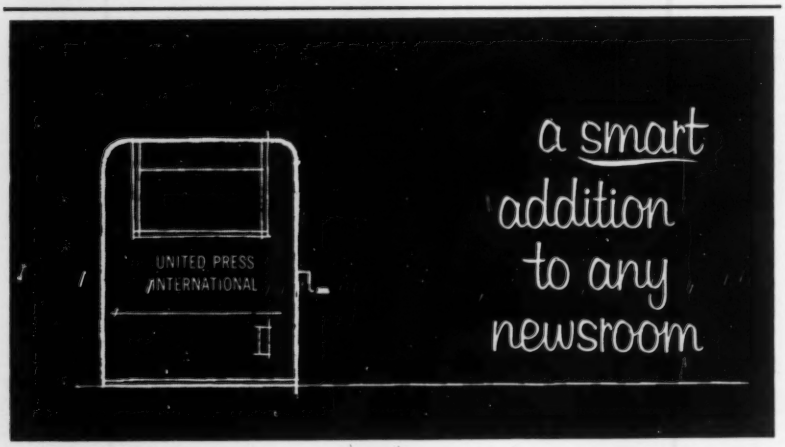

the bad. The two newsmen shot over 6,000 feet of film, including interviews with prisoners and prison employes getting their views on what Raiford needs to become a model prison. The newsmen reported complete cooperation from prison authorities—no areas were declared off limits to them and they were allowed free access to film whatever they wished.

Election jingles ■ Westinghouse Broadcasting Co., which won an American Heritage Foundation award for the register-and-vote promotion announcement it created for the 1956 elections, reports that the jingles are now available free of charge to all U.S. radio stations. They may be ordered through Brendan Byrne at the Foundation's address: 11 W. 42nd St., New York.

Fascinating rhythm ■ *The Gershwin Years,* a 90-minute spectacular of life in the '20s and '30s with a background of Gershwin music, will be the third in a series of specials to be sponsored by General Electric. Leland Hayward will produce the program, which is slated for Sunday, Jan. 8 at 8-9:30 p.m. EST. The cultural atmosphere of the times, and its effect on George Gershwin, will be represented by movie clips, cartoons, paintings, sculptures and other visual means.

■ Film sales

"Q.T. Hush, Private Eye" (M&A Alexander Productions)

Sold to: WABC-TV New York; WIIC (TV) Pittsburgh; KSTP-TV Minneapolis-St. Paul, and KSD-TV St. Louis.

Now in **42** markets.

"Best of the Post" (ITC)

Sold to Collins Co. of Kentucky for WAVE-TV Louisville, WLEX-TV Lexington, and WFIE-TV Evansville, Ill.; to Kentucky Utilities for WPSD-TV Paducah; California-Oregon Power Co. for KPIC (TV) Roseburg and KVAL-TV Eugene, both Oregon, and Union National Bank of Arkansas for KTHV (TV) Little Rock. Also sold to WGHL-TV Billings, Mont.; Miles Labs for KING-TV Seattle; First Federal Savings Bank and Nothnagle Realty Co. for WROC-TV Rochester, N.Y., and to Graves Red and White for WAGM-TV Presque Isle, Me.

Now in **107** markets.

"Divorce Court" (KTTV [TV])

Fifty-two new episodes sold to WPIX (TV) New York.

"Greatest Headlines of the Century" (Official Films)

Sold to Armed Forces Television Services for distribution to 25 overseas bases.

WATCH HOUSTON!

now the 6th largest city in the nation

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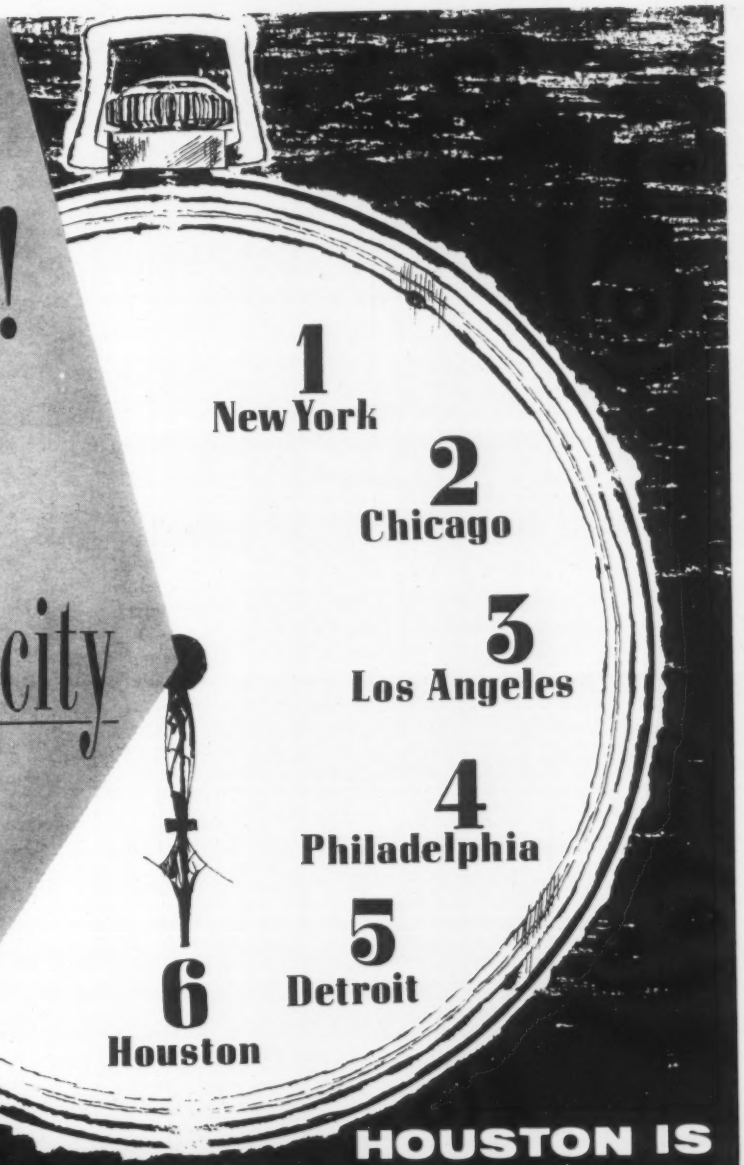

HOUSTON IS A MUST BUY IF YOU WANT THE TOP SIX!

and here are Houston's leading advertising media:

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KHOU-TV
Representatives
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KPRC-TV
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Edward Petry & Co., Inc.

KTRK-TV
Representatives
George P. Hollingbery Company.

KCOH
Representatives
John E. Pearson Company.

KILT
Representatives
John Blair & Company.

KNUZ
Representatives
The Katz Agency, Inc.

KPRC
Representatives
Edward Petry & Company, Inc.

KTHT
Representatives
Avery-Knodel, Inc.

KTRH
Representatives
Peters, Griffin, Woodward, Inc.

KXYZ
Representatives
H-R Representatives, Inc.

CBS RADIO'S PLANS APPLAUDED

Harmony reigns at meeting; affiliates like new schedule

CBS Radio's affiliates endorsed the network's proposed shift in programming emphasis last week without a dissenting vote.

The new plan—which eliminates daytime serials, cuts back on other entertainment programming, installs 10-minute newscasts on the hour, expands other news coverage and reduces from 30 to 24 one quarter hours per week the volume of programming that affiliates are required to clear (BROADCASTING, Aug. 22, etc.)—will go into effect Nov. 28 as originally planned. The announcement was made by President Arthur Hull Hayes at the end of the annual convention of CBS Radio affiliates, held Wednesday and Thursday in New York.

Network officials said unanimously and affiliates reported with only occasional reservations that the two-day session was uncommonly harmonious and singularly unmarked by affiliate criticism or opposition to the new program plans.

One report from behind the closed doors of the opening session said that President Hayes noted that details of the plan were circulated several weeks in advance, asked whether affiliates had any questions—and was asked none. At the end, the affiliates passed without dissent a resolution endorsing the program changes "as a forward-looking step in radio networking," and the end as "a means of additional radio service to (affiliates') respective communities."

"Strides Hailed" . . . John S. Hayes, WTOP Washington, chairman of the affiliates association's board of directors, which helped develop the changes and had approved them before the convention was held, reported that the affiliates considered them "a tremendous stride forward in networking." He said the affiliates voted unanimously in favor of the changes after a private 2½-hour discussion not attended by network representatives.

One unanticipated development of the convention was the acknowledged likelihood that CBS Radio will get into program syndication—in a limited way. A number of affiliates, according to President Hayes, had inquired about the possibility of buying the series of one-to-two minutes "Dimension" features which CBS-owned radio stations are using to give their programming a "distinctive" sound (BROADCASTING, Aug. 29).

President Hayes said the company's o&o unit has set up a room in the Waldorf-Astoria, the convention hotel, so that affiliates could acquaint themselves with the "Dimension" series; that if enough were interested CBS Radio would syndicate the features—and that it appeared that the interest was adequate. Prices have not been set.

Other CBS authorities said they had no intention of expanding this syndication operation to include other program material.

During the convention there were some modifications of the proposed programming changes, but both network and affiliate leaders called them primarily "technical."

Compensation ■ The question of cash compensation for affiliates—a system which CBS Radio essentially abandoned two years ago in favor of the present policy of furnishing a certain amount of free programming that the stations may sell locally—reportedly was raised briefly.

The affiliates were told that the present plans were laid out on the theory that cash compensation would not be involved, and that if cash compensation were to be considered, then an entirely different type of play would have to be drawn.

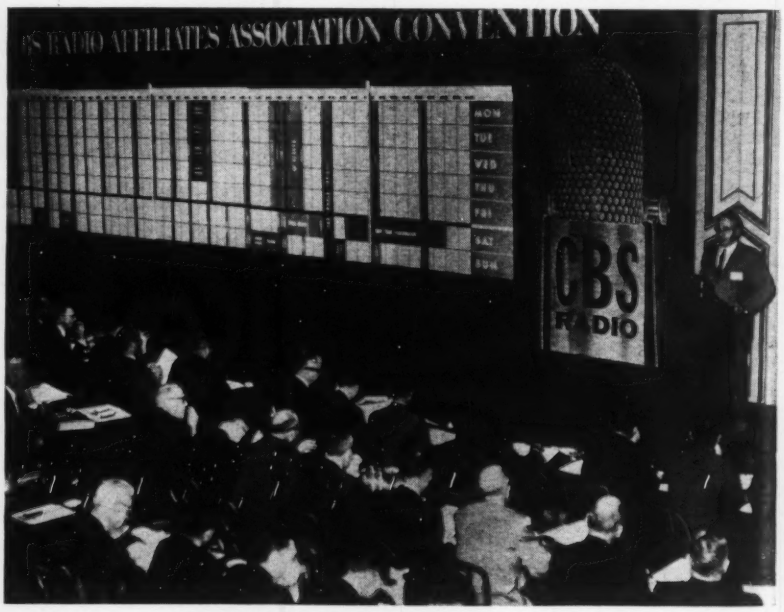
One affiliate, apparently feeling taunted by NBC Radio's recent references to its own payment of cash to affiliates (BROADCASTING, Sept. 26) dismissed NBC's system by saying: "Last year NBC Radio paid out $2 million or $3 million compensation. The last year that CBS Radio paid a cash compensation we received a total of $4 million and we thought even this amount was peanuts and told CBS to keep it—to give us programs to sell, instead."

There were unconfirmed reports that CBS spokesmen were claiming that NBC was able to pay cash compensation because NBC gets so much money from its affiliates in the form of co-op fees. This prompted NBC spokesmen to assert that their revenues from co-op fees last year totalled only 2.1666% of the amount they paid out in compensation.

Plans Described ■ The Messrs. Hayes —President Arthur Hull of CBS Radio and Chairman John S. of the affiliates board—reviewed the new plans at a news conference immediately following convention adjournment Thursday afternoon.

President Hayes emphasized that, while daytime serials and some other programs are being dropped, and while the network is retaining less time for network sale, the volume of program material set by the network is expected to be even greater in 1961 than this year, and that this year's total is almost sure to be higher than 1959's.

Most of the increase, he indicated, will be in unscheduled information pro-



PRES. HAYES SPEAKS
Affiliates get the final word

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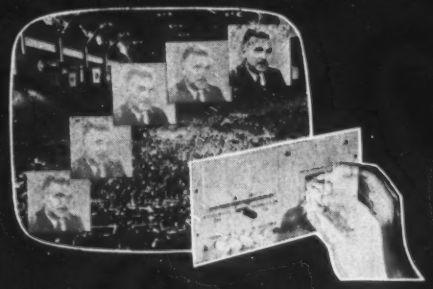
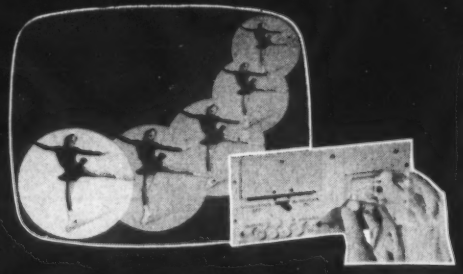


Insert May be Placed at Any Position on Raster



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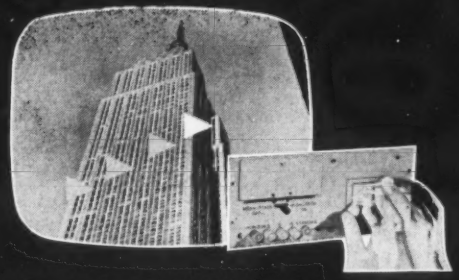

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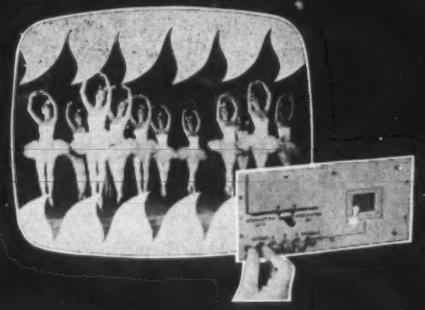

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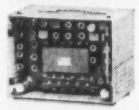
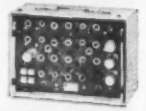
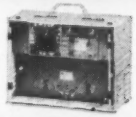


490WA1 Waveform generator. Generates keying signals for the 72 different wipes.



490SA1 Switching Amplifier. Combines two picture signals in accordance with applied keying waveform.



490RA1 Remote Control Unit. Selects and controls desired effect. Designed for console or desk mounting. Easily modified for integration into existing studio facilities. Complete with power supply—Model 512C1

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TELECHROME SPECIAL EFFECTS GENERATOR with Exclusive "JOY STICK" POSITIONER

MODEL 491-A1

Now they'll really hit the deck

CBS Radio announced last week a new network radio signaling system so efficient that, for urgent news developments, it can rouse station managers out of bed.

The device, developed by CBS Labs and called NetALERT, ordinarily will be for less dramatic purposes. Day-to-day uses, include cueing for local commercial inserts in network-fed programs, network cueing, notifying stations that a closed-circuit announcement is coming up, and alerting affiliates that a special network news bulletin is about to move.

But when the news is urgent enough the system will alert not only the stations but also the homes of their managers or other key executives, in case it occurs after office hours or after the station has signed off for the night. When the home as well as the station alarm sounds, it means—depending on the type of signal given—that (1) "a very special on-the-spot news coverage is coming up" or that (2) a national emergency has occurred and all broadcasting operations have been subordinated to the nation-wide Conelrad defense alert system.

Convention Feature ■ CBS Radio President Arthur Hull Hayes' announcement and demonstration of the new system highlighted last Wednesday morning's session of the annual convention of CBS Radio Affiliates (see page 62). Mr. Hayes said the network would furnish affiliates with the necessary basic equipment at no more than nominal charge. He said the timetable calls for installation of initial units by June 1961.

CBS Radio officials said the system differs from NBC Radio's "Hot Line" system, installed in 1956, in that (1) NetALERT signals can be fed simultaneously with network programming, whereas NBC's "Hot Line," they said, can signal only during periods of no network service and (2) NetALERT is able to transmit a wider variety of information and also lets stations know instantly the purpose of the alert.

NBC spokesmen later contended that NetALERT was nothing more than an adaptation of their "Hot Line" system. They said "Hot Line" signals are not fed simultaneously with network programming but that this was unimportant because "we can break into programming whenever we want to." They said several NBC affiliates have as many as five "Hot Line" receivers in various locations including station managers' homes.

NetALERT equipment consists of transmitters which will be installed across outgoing program lines at major network points (New York, Chicago and Los Angeles and possibly Washington); receivers installed across the incoming program line in the control rooms of affiliated stations; desk-model remote indicators in individual executive offices, all connected with the control-room receiver; and the special executive alarm (also working off the control-room receiver) to be installed in the home of the local station manager or other designated official.

Beep Beep ■ The receivers and remote indicators are activated by beep-type signals from the network transmitters. The beeps, one-thirtieth of a second in length and described as unnoticeable to the home audience, activate both audible and visual signalling devices in the receivers and remote units. A buzzer then sounds, and at the same time the type of alert being sounded is shown numerically on a dial.

The possibility of using NetALERT as a form of automation also was seen by Mr. Hayes and several affiliates. It was pointed out that Alert No. 1 (for station cueing) could be used to activate a tape machine to play local commercial inserts into network-fed programs, tape special network material for later broadcast, etc.

gramming such as recent Khrushchev interviews, United Nations sessions, the wedding of Princess Margaret, etc. CBS Radio also is continuing its regular public affairs schedule including *Invitation to Learning, Capitol Cloakroom, Church of the Air,* and others.

The current bloc of personality programs—Arthur Godfrey, Art Linkletter, Garry Moore, and Bing Crosby-Rosemary Clooney—also will continue.

The new 10-minute news programs —an innovation—will appear on-the-hour from 10 a.m. through 10 p.m. with one exception: 8 p.m., at which hour the nightly-quarter-hour *World Tonight* news roundup will continue. Some of the 10-minute newscasts will be reserved for network sale, some for station sale, and some for sale partly by the network (7½ minutes) and partly by the stations (last 2½ minutes). In addition, these 10-minute shows will be organized to permit affiliates to substitute local news if they wish for the final 2½ minutes of each newscast.

Features—another departure from current programming will be the presentation of 5-minute features—sports, news analyses and background, human interest, etc.—on the half hour. These will be sold by the network. Affiliates said network officials agreed that CBS newsmen would be used as widely as possible in these features, which Affiliates' Chairman Hayes predicted would be "attractive additions" superior to anything now being aired.

Stations passed a resolution commending the network, its officials, Affiliates' Chairman Hayes and members of the affiliates board.

The network made no attempt to get affiliates to sign, during the convention, the new affiliation contracts embodying the revised format. This will be done by mail, presumably starting promptly.

Approximately 150 stations, representing 90% of the network's total rate card, attended the meeting. Other highlights included speeches by CBS President Frank Stanton and CBS Vice President Richard Salant, a demonstration of CBS Radio's new "NetAlert" station signal system (see above), election of officers of the affiliates association (see page 95), and presentation of "Gold Mikes" signifying 30 years of affiliation to WBT Charlotte, N.C.; WHP Harrisburg, Pa.; KTRH Houston; WHEC Rochester; CFRB Toronto and WTOP

Another jazz station

WAYL (FM) Minneapolis-St. Paul is scheduled to sign on the air this month on 96.3 mc David D. Larsen, owner and manager, has been associated with three all-jazz fm stations, KHIP (FM) San Francisco, KNOB (FM) Long Beach and KJAZ (FM) Alameda, all California. For WAYL, Mr. Larsen intends to try a different format, with a sampling of traditional, swing-era and folk music in addition to the jazz sounds. Original-cast Broadway show albums, sports car reports and discussion programs are also scheduled. Selected tape broadcasts from other fm stations will include coverage of jazz festivals and similar events. Plans for live and recorded stereo broadcasts are in the works. WAYL will broadcast from 5 p.m. to 1 a.m. weekdays and from 9 a.m. to 1 a.m. on weekends. Mr. Larsen plans an expansion of program hours in the "near future."

All getting through to the same woman

She's the suburban woman – the most influential buyer in America. And who's getting through to her? All four stations of THE HERALD TRIBUNE SUBURBAN RADIO NETWORK with their network staff, editorial knowledge and skill. Four stimulating, aware radio stations that have the power to reach the woman whose world is on power-steered wheels, whose life is in motion from supermarket, to cookout, to school meeting, to commuter express. Your commercials can put her finger on the starter button for immediate buying because THE HERALD TRIBUNE SUBURBAN RADIO NETWORK reflects her community in the type of entertainment and the advertising it carries. THE HERALD TRIBUNE SUBURBAN RADIO NETWORK offers unique powerful suburban coverage because it communicates directly and *without waste* to the land of the commuter family – and *specifically* to the woman who does 66⅔% of the buying. *It's time you were getting through to the suburban woman!*

Herald Tribune
SUBURBAN RADIO NETWORK

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WFYI *Long Island* / **WVIP** *Westchester* — **WVOX** *Westchester* / **WGHQ** *Hudson Valley*

Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ WNMP Evanston, Ill.: Sold by estate of the late Angus D. Pfaff to Harry and Otto Semrow for $325,000. Messrs. Semrow manufacture decorative grillwork for household appliances and are associated in real estate firm. WNMP is a 1 kw daytimer on 1590 kc.

■ KFYN Bonham, Tex.: Sold by Charles L. Cain to Cyril W. Reddoch and Ralph L. Hooks for $75,000. Messrs. Reddoch and Hooks own KSTV Stephenville, Tex.; KDLA DeRidder, and KREH Oakdale, both Louisiana. KFYN is on 1420 kc with 250 w, daytime only. Broker was Hamilton-Landis & Assoc.

■ WNCN (FM) New York, N.Y.: 49% interest sold by T. Mitchell Hastings to the *New York Daily News* for $147,000. The *News* owns WPIX (TV) New York and is associated in ownership with WGN-AM-TV Chicago (*Chicago Tribune*). Included in the agreement is an option for the purchase of 10 more shares to give the *News* 51% ownership (255 shares out of 500 outstanding). Mr. Hasting's Concert Network also owns WBCN (FM) Boston, Mass.; WXCN (FM) Providence, R.I., and WHCN (FM) Hartford, Conn. WNCN-FM operates with 15 kw on 104.3 mc.

■ KDAC Fort Bragg, Calif.: Sold by the estate of the late Edward A. Mertle to Charles W. Stone for $55,000. Mr. Stone was vice president-general manager of WAMS Wilmington, Del., and before that general manager of WTVU (TV) Scranton, Pa., and WNAO Raleigh, N.C. KDAC operates with 250 w on 1230 kc. Broker was Paul H. Chapman Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 101).*

■ WCHS-AM-TV Charleston, W.Va.: Sold by Tierney Co. to Rollins Broadcasting Co. for $2,598,000 plus management contracts with John T. Gelder Jr. and H.D. Battle for two years at combined annual salary of $46,200. Rollins owns WPTZ (TV) North Pole (Lake Placid), N.Y.; WEAR (TV) Pensacola, Fla.; WAMS Wilmington, and WJWL Georgetown, both Delaware; WNJR Newark, N.J.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind. and WBEE Harvey, Ill. WCHS operates on 580 kc with 5 kw and is affiliated with CBS; WCHS-TV on ch. 8 with ABC affiliation. Commissioner Robert T. Bartley dissented.

■ WRUL Scituate, Mass.: International shortwave station sold by Walter S. Lemon and associates to Metropolitan Broadcasting Corp. for $800,000 plus $200,000 over seven-year period to Mr. Lemon for agreement not to compete in international broadcasting. For Metropolitan holdings, see WTVP (TV) Decatur, Ill., below. Commissioners Robert T. Bartley and John S. Cross dissented.

■ WTVP (TV) Decatur, Ill.: Sold by George A. Bolas and associates to Metropolitan Broadcasting Corp. for $570,000. Metropolitan owns WNEW-AM-FM-TV New York, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTTG (TV) Washington (D.C.), WTVH (TV) Peoria (Ill.) and KOVR (TV) Stockton (Calif.). WTVP operates on ch. 17. Commissioners Robert T. Bartley and John S. Cross dissented.

■ KTKT Tucson, Ariz.: Sold by Thomas J. and Angie M. Wallace and House Party Productions Inc. to Leland S. Bisbee Jr. and associates for $410,000. Mr. Bisbee and group own KRUX Glendale, Ariz. The transaction involved the sale of the Wallace's 50% interest to House Party Productions for $190,000 and House Party Production's transfer of 100% to the Bisbee group for $410,000. KTKT operates on 990 kc with 10 kw daytime only, but holds construction permit for 10 kw day, 1 kw night.

■ KAGO Klamath Falls, Ore.: Sold by Riley R. Gibson and associates to A.J. Frisik and associates for $202,000. Mr. Frisik has interests in KNGS Hansford, KFIV Modesto and KFAX San Francisco, all California. Mr. Gibson and group own KXOA-AM-FM Sacramento and KLIV San Jose, both California. KAGO operates on 1150 kc with 5 kw daytime, 1 kw night and is affiliated with ABC.

As a seller, your own opinion cannot mean as much to a buyer as ours!

Our knowledge of actual sales, our experience and our reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own. Selling . . . or buying . . . you would be wise to put your confidence in Blackburn. Hundreds of satisfied clients have.

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Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Stay away Fridays

Radio Station salesmen can cut down agency "waiting room time" by making calls on timebuyers on Wednesday mornings. That was determined by timebuyers themselves as the "most convenient time" to hear station presentations, Radio Advertising Bureau told the bureau's regional management conference in Hollywood-by-the Sea, Fla., last Thursday.

A national survey of advertising agencies indicated that salesmen can forget about Friday agency calls altogether, and that lunch dates should be scheduled only as a last resort. RAB's poll on preferred times showed that 30% of timebuyers picked Wednesdays and almost three times as many picked mornings rather than afternoons. Nine percent chose Mondays as the most convenient day, while only 3.4% selected Fridays. A minute 2.3% of the timebuyers want to hear station pitches at lunch. Delegates to RAB's fifth in a series of eight conferences were informed that 83% of timebuyers consider calls by local station salesmen as productive.

Mich. AP winners

The Michigan AP Broadcasters Assn. announced the following awards at its annual meeting in St. Clair, Sept. 22: WKBZ Muskegon, member of the year; WKHM Jackson, WKZO Kalamazoo and WJRT (TV) Flint, all first place winners in their classifications for general excellence of their news operations; WKHM Jackson, documentary programs and sports.

Other stations winning honors: WPON Pontiac, best locally-scheduled news show; WHBF Benton Harbor, best locally-scheduled farm show; WUOM Ann Arbor, best local special events coverage; WQRS (FM) Detroit, best local commentary show.

More winners: WFDF Flint, best local news show; WJR Detroit, best local farm show; WJBK Detroit, best local documentary show. WJRT (TV) Flint, best local news, sports and special events coverage; WJBK-TV Detroit, best local farm show, one-time documentary program and regularly-scheduled editorial-commentary program.

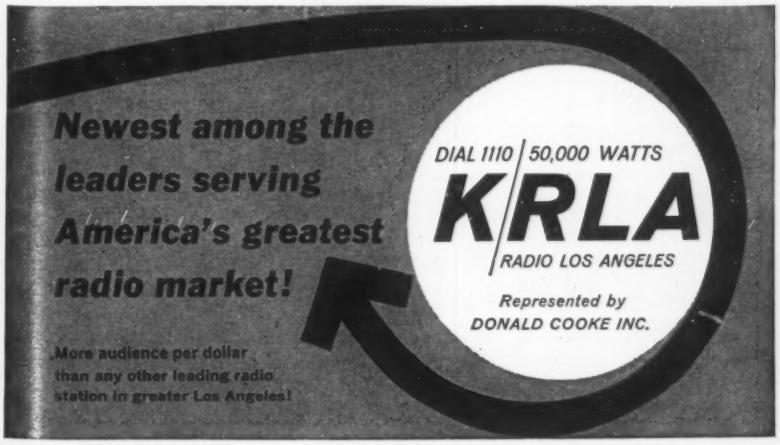
A new 'philosophy' for radio stations

A radio station philosophy—Total Community Identification — was advocated Sept. 30 by William H. Schwarz, program services manager of Peters, Griffin, Woodward, to the Minnesota Broadcasters Assn., meeting in Minneapolis.

"TCI means that the programs of a radio station must be identified with and service the community in which the station functions," Mr. Schwarz explained. "The concept affects not only programs but the promotion and sales operation of the station. It cannot be applied piecemeal. Total means in this case, total throughout the station, not necessarily total throughout the community."

He said TCI "will affect the music the station plays, the way it handles news, its public service announcements, its community service activities, its promotion plans and even its copy."

Mr. Schwarz said promotion, like sales and programming, should be identified with the community and not imposed on it. In news coverage, he said, the greatest impact is made by projecting the life forces of the community in addition to coverage of national and international news. Impact of TCI is "immediately measurable" he said in citing the impact of station editorializing on local issues.


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
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STATIONS FOR SALE

EASTERN

Excellent buy in middle-atlantic area. Single station market priced to sell. Owner-operator could do $75,000 easily. Asking $80,000 on terms.

South-atlantic single station market asking $160,000 with 29% down. 1960 fiscal cash flow $35,000 approximately.

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1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Highly successful fulltime station with wide coverage. Substantial physical assets go with sale. Price is $450,000 with terms to be negotiated.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

WEST TEXAS DAYTIMER— $90,000.00, $30,000.00 down, liberal terms on balance. Single station market, billing better than $60,000.-00 per year. Owner-manager can net $2,500 per month with this one.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

Major market West Coast radio station grossing well over $15,000 monthly and making money. Capable of doing much better under new, adequately-financed ownership. Total price $350,000 cash.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

TV AFFECTING NEWS COLUMNS

AP managing editors may study impact of tv news coverage on newspapers

Television is changing the look of news in the daily paper. Editors are acknowledging it now and adapting for co-existence.

The Associated Press Managing Editors Assn. at its annual meeting next month will get a report urging a broad year-long study of the impact on newspapers of tv news coverage. This recommendation by the general news committee is contained in its annual review of major AP stories. These are three that dramatized the issue, the committee said:

■ The Winter Olympics, when intensive tv coverage caught the public fancy and caused many editors to increase space allotted to the games.

■ The Khrushchev press conference in Paris following the wrecked Summit conference, when newspaper accounts "gave a picture of a dictator gone mad, while the tv tapes, shown later, made the whole thing appear mostly as a cool and calculated performance on his part."

■ The national political conventions, which gave tv its quadrennial opportunity to cover live a big continuing show.

The "problem" of television, the committee says, "needs much more than the occasional attention given it this year. This is a problem of major importance, and it won't just go away. It will increase in dimension as tv equipment and skill improve. Already tv has forced basic changes in the political conventions, and has become a potent factor in the campaigns. Already it, in great part, determines the public interest in sports.

"And newspaper readers, editors have learned, often use what they have seen on tv as a yardstick for judgment of what they read."

Grading Networks ■ Committeemen monitored the Democratic convention separately and handed out a commendation to NBC-TV but some reproofs to CBS-TV.

Edward T. Litchfield, feature editor of *The Spokane* (Wash.) *Spokesman-Review* (KHQ-AM-TV Spokane), said NBC did an "outstanding job of reporting," providing dramatic highlights and interpretive sidebars. Still there was ample material left for the newspapers and they made good use of it, he said, adding that "Newspapers cannot and no doubt do not wish to compete with tv" in providing entertainment.

A report on CBS by Robert Mason, managing editor of *The Norfolk Virginian-Pilot* (WTAR-AM-TV Norfolk), underlined live television's effect on next-day papers.

Tv commentators on Tuesday night of the convention mused that there would be wholesale defection of delegates to other candidates if Sen. John F. Kennedy failed to win on the first ballot, Mr. Mason reported. "Persons reading the AP story in *The Virginian-Pilot* next day were disappointed," he said. "They read not about a contest but a shoo-in, not about scrambling delegates but pleasantly bantering candidates. Some of them called the newspaper and asked what went."

Morning Quarterbacking ■ "The AP, as it turned out (and as should have been apparent anyway) had its eye on the right ball. Television—or the CBS arm of it—had misled its audience by its emphasis upon the many maneuvers of Kennedy's opponents. In its continuous, night-long coverage, and its self-imposed obligation to keep the people entertained as well as informed, it had lost the thread of the story. Or the rope of the story: It was that big.

"The mistake is one for television to ponder. It is one which the press cannot, at the same time afford to ignore. For the night's television viewers next morning become newspaper readers, and they are likely to compare the products of the competing media, and to pass judgment, while they drink their coffee.

"There is, I think, a lesson for the AP here. It is to give perspective to the mass of what the public has seen and been told on the screen.

"I do not know how closely the AP monitors what the tv networks send out. But I feel that the monitoring should be close, and that the writing and editing should reflect it. It will do newspapers no good for readers to believe that newspaper reporters don't know the whole story—though the reporters indeed know the whole story so well that they know what part of it isn't pertinent."

Top of the News ■ Assessing the AP's own job, Sam Regan of *The Raleigh* (N.C.) *News and Observer* said convention stories were consistently good and remarked, "There is no denying the value of television in coverage of such events as this convention, but they have not relegated newspapers to the ash heap. The reporter with the pad and pencil is still the top man."

William B. Dickinson of *The Philadelphia Bulletin* headed the general news committee whose comprehensive report contains the recommendations on television. Separate sections of the general report reviewed the wire service's handling of such major stories as presidential trips, the Finch-Tregoff trial and Russian Premier Nikita Khrushchev's first visit to the U.S., which represented "a superb job in reporting by the AP," Alfred Friendly of *The Washington Post* (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville, Fla.), said.

The APME will get the report when it meets Nov. 14-19 in Williamsburg, Va.

WOOK's new home ■ This modern plant is now under construction in northeast Washington, D.C., to house studios and offices of United Broadcasting Co.'s WOOK. Target date for occupancy is late November. General business offices and reception room will be on the first floor. The second floor will contain a large studio for group broadcasts and five additional auxiliary studios. At the side and rear of the building will be parking facilities for approximately 20 vehicles. The new building was designed by architect Eugene Delmar. Construction cost was estimated at $100,000. The station's new headquarters will be located at Riggs Road and First Place, N.E., Washington.

A GOOD WAY TO GET THE GOLD

Facts are the fabric of sound decisions.

And it's a fact that there's *gold* in the Shreveport market . . . a major share of which is being spent by KSLA-TV viewers for products seen on the *clean, clear picture* KSLA-TV offers the Ark La Tex! It's a further fact that *more people watch and prefer KSLA-TV* (and we have the ratings to prove it)!

Our prospectors, *Harrington, Righter & Parsons,* have ALL the facts and will help you "pan" your share of the gold from this rich and growing market!!

KSLA TV

CBS

channel 2 *shreveport, la.*

The real meaning of modern radio

What's the nature of radio today, and what kind of radio is in America's future?

Two radio professionals have given their answers to those (and many other) questions in a new book, Radio Station Management, *published by Harper & Bros., New York ($6.50). The writers are J. Leonard Reinsch, executive director of the Cox Stations, and Elmo Ellis, manager of programming and production at Cox's WSB Atlanta. The new book is the second revised edition of a work that was first published 10 years ago.*

Here are excerpts from two chapters, "New Concepts in Broadcasting" and "The Future of Radio".

Today's average listener tunes in more to a station than to a specific program. A housewife or a businessman rarely remembers the names of radio shows nowadays, but most people can recognize the sound of a favorite station even when dialing for it blindfolded.

What is good, modern radio?

Good radio today is bright and original and has a definite character. You should know a station the moment you hear it. If it properly combines good equipment, good production and programming, capable personnel, and a sincere broadcasting philosophy, the result is pleasant and rewarding for the listener.

Good radio today is flexible. When events develop anywhere at any time, radio swings to cover them, usually in brief, frequent reports.

Good radio is brought home with local voices, local on-the-spot coverage, and local angles.

Good radio is consistent and efficient. Features should come on the air like clockwork seven days a week, and should be geared to the needs and convenience of the listener.

Good radio is serious about its responsibilities and its opportunities for service.

Good radio is sensitive showmanship, every hour catering to the listener's finer instincts with imaginative touches, inspiring thoughts, stimulating ideas, humorous tidbits, and serious challenges.

Good radio is intimate, friendly, pleasing around the clock.

Good radio is smoothly produced with high quality equipment and an appreciation of the advantages accruing from fm, short-wave, hi-fi, and stereo.

Good radio is created with a respect for quality and sold with a respect for the rate card.

Good radio is strongly and honestly promoted on the air, in print, and anywhere and everywhere that it will convey a truthful forceful message.

Good radio is the reflected sound of a bright, alert, and happy staff, all of whom are truly neighbors and good citizens of the community.

You cannot accomplish all this overnight, but it can be done by any sized station in any town or city. And it can be done by everyone on your team if the climate around your station is favorable.

Change Is Constant ■ Broadcasters must accept change as not only inevitable, but desirable. We should strive to understand what the public wants and expects. Management must realize that public tastes change, often rapidly in this twentieth century, but the public never loses its interest in good taste and good common sense. If stations are programmed and sold honestly and aggressively, radio will continue to be a dynamic mass medium for years to come.

Through all the many changes that have occurred in radio, the basic cycle of the American broadcasting system remains unaltered: Better programming makes listeners; listeners are circulation; circulation makes for effective advertising; effective advertising means increased revenue; and increased revenue makes possible better programming.

The dominant radio stations of the future will be staffed by people who know their market, their audiences, their advertisers. These staff members will be alert, perceptive, and endowed with empathy, the ability to do more than understand, to also feel so closely what listeners want and need that they are able to translate this understanding into strong programming.

What kind of programming will we hear? It will never be a static commodity. Progressive broadcasters —those who specialize and those who offer a variety of programs—

Vtr standards okayed by NAB advisory group

Standards for video tape leaders (monochrome) were endorsed for operational use at a Sept. 26 meeting of the NAB Tv Advisory Committee. Willard A. Michaels, WJBK-TV Detroit, is committee chairman.

The standards approved by the group are those of the Society of Motion Picture & Television Engineers. They have been submitted to the American Standards Assn. Technical details specify that audio and video information preceding and following recorded program material should specify minimum lengths of tape required for threading and wrap-around.

NAB's committee is responsible for development of operational standards for tape usage whereas the SMPTE group deals with purely technical standards. Other topics discussed at the Sept. 26 meeting were standard tape terminology; physical marking and identification; a form for the identifying slate preceding program material and specifications for exact timing for taped commercials and the use of operable reels in trans-shipping.

Others attending the meeting were Virgil Duncan, WRAL-TV Raleigh, N.C.; Kenneth Tredwell, WBTV (TV) Charlotte, N.C.; Stokes Gresham, WISH-TV Indianapolis; Raymond J. Bowley, Westinghouse Broadcasting Co., and Charles E. Corcoran, NBC-TV. Representing NAB were Charles H. Tower, tv vice president; George W. Bartlett, assistant engineering manager and Dan W. Shields, assistant to the tv vice president.

■ Media reports

Teacher testing ■ The board of trustees of Ohio State U., Columbus, has approved a $25,500 appropriation for a new research study of tv as a teaching medium. A closed-circuit studio will be established on campus with classrooms equipped to receive the program. Certain students will be taught by television only. Some will have the benefit of the teacher's presence. Other students will be instructed by both methods. Tests will then be given all students and the effects which the teaching process has on them will be measured. The success of the experiment will determine the future course of tv instruction.

Editorial action ■ An editorial proposal broadcast by WERI Westerly, R. I., on Sept. 2 resulted in the adoption of a town ordinance.

When WERI learned at 1 a.m. that three teenagers died instantly as their sports car hit a utility pole in Westerly, Augustine L. Cavallaro, station manager, prepared an editorial calling for a ban on teenage after-dark joyriding in the town. By late afternoon the sta-

will amplify through their transmitters the basic interests of the community. They will be primarily local radio services, but they will be broadened and enriched by voices and sounds and ideas from all over the world, and even from outer space. There will be a growing demand for creative minds, who can explore these new dimensions with exciting programs. Radio will reawaken to the richness and wonder of the human voice, as it speaks words that are wise or witty or keyed to topics of the times. Radio will develop public interest in music of many types from many lands. And radio will inevitably be a leader in unshackling the minds of people everywhere as it combats ignorance, prejudice, and apathy with its news and editorial voice.

And what of the formulas, the song rating systems, the frantic news reports, the rigidly regimented, assembly line concepts that have developed in broadcasting? Will they persist? If history is any indication, the fads and fashions of today will fade away before the new styles of tomorrow. Only that which is intrinsic to good radio will remain. Tight production, clever writing, intelligent planning, continuity of thought, and consistency of effort, are some of the basics that will be preserved.

Maturing Medium ■ Reams of propaganda to the contrary, there is still no real proof that radio must appeal to a low mentality, or that it should follow the dictates of its least capable listeners. Nor does any proof exist that radio is or should be a background sound. Radio has every right to be—and courageous broadcasters will see that it is—a dynamic voice serving active listeners and reputable advertisers.

MR. REINSCH

MR. ELLIS

Authors of practical guide

The final evaluation of each station by the audience will not be on the basis of whether it is "modern" or "old-fashioned" but whether it is a "good" station or a "bad" one, whether it is a "leader" or merely a "follower" of the easy, expedient course.

Broadcasters who only scratch the surface of real service to the public will inevitably be washed away at some future date. If they plant no seeds, if they develop no roots, they cannot expect to live and flourish indefinitely in their own area.

Sincerity can never be replaced by cynicism, and trustworthiness will never give way to unreliability. More than ever before, the outstanding radio station of the future will be a first rate citizen, a loyal and dependable contributor to the progress of the community in which it operates.

tion was reported to have received hundreds of calls in support of the proposal. The town council met in emergency session at 8 p.m. and passed an ordinance "prohibiting joyriding by youthful drivers under 18 years of age within the town of Westerly after 11 p.m.." First time violators will be referred to their parents and subsequent violations may be brought before juvenile court.

Olympic champion ■ CBS was honored with an award from the National Assn. of Travel Organizations for its outstanding news coverage of the 1960 Winter Olympic Games at Squaw Valley, Calif. The award was one of seven presented at the association's 20th convention for significant services to travel.

Aid to students ■ KTSA San Antonio, Tex., has established two full scholarships at San Antonio's Trinity U. Proceeds from a record hop were used to establish the educational fund.

New addition ■ As part of its expansion program Feltis/Dove/Dever/Cannon Inc., Seattle, has opened new offices in Portland, Ore., under the name Feltis/Gunn Inc. James A. Gunn, formerly with Ziv Tv Films and prior to that general manager of KVAN Vancouver, Wash., is vice president and general manager of the radio-tv representative firm's new office. The company has announced a new marketing division will be included in its expansion plans for Portland.

IBEW at KMOX-TV ■ A unit of production and maintenance employes at KMOX-TV St. Louis (CBS o&o) has elected International Brotherhood of Electrical Workers as bargaining agent, according to a certification to National Labor Relations Board from the regional office. The union received the two valid votes cast, according to NLRB. In an election at VIP Radio Inc. (WFYI) Garden City, Long Island, N.Y., 20 votes were cast against Local 1212, Radio & Television Broadcast Engineers (IBEW), seven votes for the union.

Bi-nation scholarships ■ XETV (TV) Tijuana-San Diego has established two annual scholarships—one to be awarded to a student north of the border, the other to a student south of the border, according to Julian M. Kaufman, vice president and general manager. He said XETV had provided a regular schedule of educational programs in addition to its other programs and that the scholarships were intended as a climax to this venture.

Tall tower ■ Work has been completed on the KFSV-TV Cape Girardeau, Mo., 1,676.55 foot tower, described as the tallest man-made structure on Earth. The nickel-alloy steel tower, in 30-foot triangular sections, stands on a concrete base supported by 18 guy cables. Other statistics: guy lines measure nearly 5 miles in length; over 2¼ million pounds of concrete and steel were used; and it takes 20 minutes to get from top to bottom by elevator. Construction time: 2½ months.

UN Day plans ■ Radio and tv will take an active role in celebration of United Nations Day Oct. 24. A committee of NAB and UN officials is planning for the occasion. Clair R. McCollough, Steinman Stations, chairman of the NAB Policy Committee, has pledged support of both member and nonmember stations in the effort to emphasize the importance of the UN to world peace.

Science fellowship ■ WBKB (TV) Chicago, in cooperation with the local board of education, plans to offer a $1,000 fellowship award in conjunction with its new fall series *Expedition Science*. The science award will be presented next spring to a Chicago high school student who excels in scientific achievements, according to Sterling C. Quinlan, ABC vice president in charge of WBKB, and Benjamin C. Willis, general superintendent of the Chicago public school system. The programs, slated to debut Oct. 4 on a rotating third-week basis, are designed to document major scientific work done in the area and spotlight outstanding public school science students. They will be hosted by commentator Norman Ross and produced by Rose-McElroy Productions.

Good works rewarded ■ A certificate of commendation was awarded Morton J. Wagner, executive vice president of Bartell Broadcasting and general manager of KYA San Francisco, for outstanding service to the people of Osaka, Japan. The award was presented by San Francisco's mayor, George Christo-

pher, on behalf of the Civic Committee of the State Dept., endorsed by President Eisenhower's People to People Program. Under the program, KYA sent Osaka, its "sister city," a sizeable shipment of pharmaceutical products to be used for public welfare work. Mayor Christopher added his official commendation to Mr. Wagner and KYA.

Closed sessions ■ As part of a documentary series on the problems of small-town government, KHOU-TV Houston sought permission to televise the public meeting of the mayor and city council at Deer Park, Tex. The mayor and the council had been embroiled in political strife. The five councilmen turned down the station's request even though the mayor had offered his cooperation.

Fm plans ■ Construction has started on WRFD-FM Worthington-Columbus, Ohio, on the site of the WRFD-AM studios. The new Peoples Broadcasting Corp. outlet will operate on 97.9 mc with an ERP of 186 kw. It is scheduled to go on the air Jan. 1, 1961. According to Peoples' President Herbert E. Evans, the fm station will make it possible for WRFD-AM-FM to broadcast full time with a 6 a.m. sign-on and a 1 a.m. sign-off. He further stated the new station will broadcast "an interesting and varied series of programs with some experimental ventures into certain types of specific programming."

Physician honored ■ WROC-TV Rochester, N.Y., has presented its annual Merit Award for Meritorious Achievement to Dr. Michael J. Crino of Rochester. A 14-man award board each year selects an individual who has made a significant contribution to community enrichment. This board is comprised of business, social, religious and educational leaders. Dr. Crino was cited for his many years of service at the Lewis Street Center (social welfare settlement) and for his "monumental organizational and coordination job" in establishing polio vaccine clinics for children and young adults in 1959.

Down-East network ■ Six New England radio stations have formed the New England Merchandising Network to offer food and drug advertisers a complete advertising package. Jim Keough, sales manager of WFEA Manchester, N.H., is managing director. NEMN offers the advertiser one and two weekends of aisle or dump displays, shelf-talkers during the course of the entire campaign, special promotions by wholesalers, bus cards, window displays, direct mailings to grocers, personal contacts by the network's representatives, etc. Sales offices are at WFEA and Foster & Creed, Boston. Member stations are WFEA; WGAN Portland, Me.; WCCM Lawrence; WHAV Haverhill; WFGM Fitchburg, all Massachusetts, and WWNH Rochester, N.H.

Hearty congratulations ■ A radio station, a tv station and a newspaper were awarded mahogany hearts with sterling-silver inscribed plaques in appreciation of their public service effort for the Indiana Heart Assn. WOWO Fort Wayne, WFBM-TV Indianapolis and the *Hagerstown* (Ind.) *Exponent* were the recipients.

Newspaper buy ■ The *Wichita Eagle,* Wichita, Kan., has bought its rival the *Wichita Beacon.* The consideration was not announced. The *Eagle* owns KFH-AM-FM in the south central Kansas city. Marcellus Murdock, president of the *Eagle,* said the *Beacon* would continue to be published until details of a combined operation can be completed.

Stone to direct NAB Radio Code

NAB's Radio Code, a three-decade document that recently was bolstered with enforcement provisions, will have its first administrator starting Nov. 1. Charles M. Stone, broadcaster with a quarter-century of experience, will direct code affairs. He reports to John F. Meagher, NAB radio vice president.

MR. STONE

Under the new self-regulatory document Mr. Stone will work on a monitoring program to insure compliance by the code's member and non-member subscribers. Policy guidance is provided by the new nine-member Radio Code Board headed by Cliff Gill, president-general manager of KEZY Anaheim, Calif.

Mr. Stone, 45, is a native of Greenville, S.C. He has lived since 1936 in Jacksonville, Fla. He entered radio as an announcer at WJBY Gadsden, Ala., moving two years later to WMBR Jacksonville. During World War II he produced daily radio newscasts as a Navy Seabee in the Pacific. Returning to WMBR, he moved up to general sales manager for radio-tv. When the Washington Post Co. acquired the property he was elected vice president for tv administration, directing sales, programming, promotion and studio engineering. In 1959 he joined Mason, Dow & Stone, advertising agency, as a partner. He is a Broadcast Pioneer and a past president of the Jacksonville Ad Club.

AB-PT earnings up

Third-quarter earnings for American Broadcasting-Paramount Theatres, paced by television, are expected to mount well above last year, contributing to what is predicted as a record year, Leonard H. Goldenson, president of AB-PT, told the Boston Society of Security Analysts last week. He said ABC-TV had a 22% increase in gross time billings in 1959 and an 18% increase the first seven months of this year. Primary affiliates number 110, covering 88% of U.S. television homes. He claimed first place in share of the three-network audience in prime evening hours in 50 measured markets.

WSVL's target date

November is the target date for WSVL Shelbyville, Ind., to go on the air, according to R.D. Ingram, president, The station will operate on 1520 kc with 250 w. Studios and tower will be located 1½ miles north of Shelbyville on Morristown Rd. H.T. Parrott is vice president and J.W. Pickett is secretary-treasurer of Shelby County Broadcasting Co., the licensee. It was announced that John A. Hartnett will be general manager and Benny Colyer will be chief engineer.

WICU-TV to go ABC

WICU-TV Erie, Pa., will switch its primary affiliation from NBC to ABC next May, it was announced last week. The station at present is a secondary affiliated of ABC, with primary NBC affiliation. This is the eighth station in four months to realign primary affiliation in favor of ABC-TV, Julius Barnathan, network vice president for affiliated stations, said. Edward Lamb, president of the station, saluted ABC-TV's "pattern of growth, of upsurge." WICU-TV is on ch. 12 in a two-station city. WSEE (TV) Erie is on ch. 35, with primary CBS affiliation, secondary ABC.

■ Rep appointments

■ WCKR Miami; KANS Independence-Kansas City; WHIS-AM-TV Bluefield, W.Va.; KABL San Francisco and WYSL Buffalo: Clarke Brown Co., Dallas, as regional representative.

■ KDOK Tyler, Tex.: John E. Pearson Co.

■ KIMO Hilo, Hawaii: Breen & Ward, N.Y.

■ WWSR St. Albans, Vt.: New England Spot Sales, Boston, as regional representative.

■ WADC Akron, Ohio: Bernard Howard & Co., N.Y.

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Low cost jets to California, New York, Arizona, Philadelphia Chicago, Detroit, Washington, Boston, Dallas, Fort Worth

You'll save time when you fly American Airlines' 707 Jet Flagships! New York is only 5 hours 5 minutes away from Los Angeles, for instance!

You'll save money when you fly Royal Coachman —American's economy jet service. For ten little dollars more than regular transcontinental coach flights, you can go Royal Coachman jet. Here are some sample fares: between San Francisco or Los Angeles and New York, $119.15; New York-Dallas, $76.25; Chicago-Los Angeles or San Francisco, $91.35. All fares plus tax.

You ride in deep, roomy seats. Two trained stewardesses serve you constantly. Enjoy magnificent complimentary meals (like beef cooked in wine), special baggage system for faster delivery—and fly on the world's most proven jetliner—the 707.

For reservations, see your Travel Agent or call American Airlines—*first choice of experienced travelers.*

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HARTFORD PAY TV PROBE IS SET

All members of FCC will hear RKO General application for test

The FCC last week decided to meet the Hartford pay tv issue head-on.

It ordered an *en banc* hearing starting Oct. 24 on the application of RKO General Inc. for permission to institute subscription television on a trail basis in Hartford, Conn.

At the same time the commission approved as parties to this proceeding RKO General's Hartford Phonevision Co., the Connecticut Committee Against Pay Tv and five Hartford theatre owners. Hartford Phonevision Co. is the licensee of ch. 18 WHCT (TV) in that city, the station to be used in the toll tv test.

The five theatres are Stanley-Warner, Loew's, Connecticut Theatres, Manchester Drive-In Theatre Corp. and Outdoor Theatres Corp.

In an order released last Thursday the commission set the issues and named the limitations on witnesses and cross examination.

The issues were framed to meet the obvious question: Does the Hartford application meet the requirements set out by the FCC in its Third Report on applying for a trial pay tv demonstration? (The Third Report was issued March 23, 1959.)

That the FCC is serious about keeping the hearing within bounds was evident in the limitations it placed upon witnesses and on cross examination. The hearing will be open only to those who have a legal right to participate, the order stated.

In carrying out this tough policy the commission turned down the request of the nationwide, theatre-sponsored Joint Committee Against Pay Tv to appear as a party. This committee has no rights in the Hartford proceeding, the FCC said, because the application involves only the Hartford area.

In setting the pay tv application for a hearing before the commission as a whole, the FCC obviously was impressed by the argument for this type of procedure advanced by RKO General in the interest of speed.

Opposed to this type of hearing were the two theatre owner committees. They had asked that the application be handled routinely, before an examiner, in a complete evidentiary hearing.

The commission held that it would be better for the application to be handled under an *en banc* procedure than under its normal practice. "Having responsibility for a decision in the matter," the FCC stated, "we are persuaded that we can in this case derive more help and assistance from an opportunity to hear the parties directly than to rely on a record compiled in hearing in which the members of the commission could not directly participate."

Pierson and Cohn Pleased ■ RKO General's pleasure at the commission's procedural action was expressed by its Washington counsel, W. Theodore Pierson. Stating he was "very pleased," Mr. Pierson noted that by this action RKO General and the other parties can address themselves directly to the "decision makers".

Marcus Cohn, Washington counsel for the Connecticut committee and theatre owners, expressed equal pleasure.

"For the first time since pay tv was proposed," he said, "the seven commissioners, and Congress, will hear actual testimony and answers to cross-examination from people who are involved." Mr. Cohn recalled that previous proceedings on toll tv were handled mostly through paper presentations or through lawyers for the protagonists or objectors.

The FCC's attitude toward the whole question of pay tv was summed up in one paragraph in the order last week. This read as follows:

> The Commission shares the awareness of the television industry, the Congress and the public, of the great importance of the basic issues raised by proposals that a charge be imposed on the general public for the reception of television programs. At each stage of our consideration of the matter great care has been taken to assay the claims, on the one hand, that subscription television would significantly enhance the selection of program matter available to the public under the present system and on the other hand, the fears of opponents that a subscription television service would not significantly supplement but rather would impair the "free" service now available. In no circumstances would the Commission consider approval of subscription television on a trial basis or any other basis if it were shown that the rendition of subscription television services would —as has been asserted by opponents—black out free television or reduce it to a negligible service. As heretofore in the course of our eight-year-long

Pay tv ■ The "greatest revolution" in the entertainment industry since the invention of the motion picture camera. That's what Ralph Edwards, m.c. of NBC-TV's *This is Your Life* (c above) foresees as pay tv's effect, when and if it becomes a reality. And he predicts it will come "sooner than we think." However, Mr. Edwards is optimistic. He says "tv as we know it will be stronger than ever."

The revolution will come as the result of the fact that in a single night, a motion picture producer could, through pay tv, get his entire production costs back, in addition to a "huge" profit, Mr. Edwards said. And, with the need for a different production every day, "the greatest flood of work and period of prosperity that the theatrical profession has ever known," would result, he continued.

Sen. Warren G. Magnuson (D-Wash.) (l above) commented, "He's going to be my first witness next year." Washington's Gov. Albert D. Rosellini is at right, above.

examination of the proposals for subscription television service, we desire to give the closest scrutiny to any possibility that any subscription television authorization might have this or any other substantially adverse effect upon the public interest.

The commission emphasized that it was not attempting to cover the broader question of subscription tv on a national basis. This, it noted, will be the subject of a future hearing.

First Real Application ■ One of the reasons why it is setting up the procedure the way it is, the FCC said, is because "for the first time [there is] available for our consideration specific details for a proposed trial operation including the text of agreements which set out mutual undertakings and understanding among all the major participants . . ."

The application for a pay tv test in Hartford was filed last June by RKO General Inc.

In conjunction with Zenith Radio Corp., Chicago radio-tv manufacturer which has plumped for subscription tv virtually since the beginning of commercial television in 1945, RKO General proposed to run a three-year test of toll tv. It offered to spend up to $10 million in presenting "box office attractions" to the viewing public for a fee, using the Zenith Phonevision system of on-the-air pay tv. These programs would supplement regular programming, RKO General said, not supplant it. WHCT would be operated as a regular tv station, except for a few hours a day when pay tv would be presented.

RKO General bought the Hartford uhf station last June for this very purpose. It paid $150,000 plus $242,200 for a 10 year lease of the physical property. The transfer also included an agreement to buy the property after four years for $570,000.

The FCC began its consideration of subscription tv in 1952 when Zenith filed a petition asking that pay tv be authorized. A three-year study followed. This culminated in a rule-making notice in 1955, which brought down upon the FCC the largest deluge of comments in its history. In 1957 the commission asked for further comments on the advisability of authorizing limited trial operation. Late that year it adopted the idea of limited tests and invited applications.

An outcry against pay tv, particularly in Congress, caused the FCC in February 1958 to announce it would withhold action on any application (although none was filed) until after Congress had considered various bills then pending. In March 1959 the commission issued its Third Report setting out the criteria for pay tv tests and inviting applications.

There had been speculation all through the summer and earlier in September that the FCC was considering holding a general inquiry. This was the plan, it was understood, when the FCC was not sure that it could properly hold an *en banc* hearing on the application without raising questions of legal rights to other parties. In issuing last week's order, the commission presumably felt the procedure would stand up in court.

Five Day Hearing ■ The FCC hearing will start Oct. 24 and will run for five consecutive days, if necessary.

Those wishing to participate must file a written request with the commission by Oct. 10. They must tell the commission (1) on whose behalf they intend to appear, (2) the "specific" interest of the person, organization or other group to be represented, (3) how their participation will help the FCC to evaluate the Hartford Phonevision application, and (4) the amount of time exclusive of cross-examination requested for the appearance.

The FCC said that it would announce the list of witnesses as soon after Oct. 10 as possible.

Witnesses will be cross-examined by commissioners, commission counsel and counsel for those who have been approved for appearances. Oral summations not exceeding 30 minutes by commission counsel and by private counsel will be permitted. Both commission counsel and other lawyers will be allowed to file proposed findings of fact and conclusions, briefs and memoranda of law, no later than Dec. 1.

Where individuals have something to contribute, the FCC said, but do not meet the qualifications for standing, brief appearances, not exceeding 10 minutes will be arranged.

These are the issues in the Hartford application hearing:

(1) Whether the proposed trial operation conforms with all the conditions set out in the Third Report on subscription television in Docket No. 11279 for the conduct of trial subscription television operations.

(2) Whether the conduct of the trial subscription television operation proposed at Hartford would deprive viewers of television program services which may otherwise be expected to be available under the established system of television broadcasting without the payment of a direct charge.

(3) Whether the conduct of the trial subscription television operation proposed at Hartford would adversely affect competition in the television broadcasting industry.

(4) Whether the conduct of the trial subscription television operation proposed at Hartford would impair the free exercise, by the station licensee, of discretion necessary to the discharge of its responsibility to the public in all respects, including: (a) the selection, rejection, and scheduling of all matter transmitted by the station, and (b) reasonableness of charges and conditions imposed upon subscribing members of the public for the installation, maintenance and use of decoding equipment, and the reception of subscription programs.

(5) Whether, in the light of the information submitted in the pending application, the findings made and conclusions reached with respect to the foregoing issues, and the objectives of trial subscription television operations as set out in the Commission's First and Third Reports in Docket No. 11279, the public interest would be served by authorizing the operation as proposed, or as otherwise limited or conditioned."

Profile of a FCC lawyer

Louis C. Stephens, named as FCC counsel in what many believe will be pyrotechnic hearings on subscription tv, is an earnest, perceptive and hard working FCC lawyer who has handled the legal end of many touchy broadcast problems in the last few years.

He was the principal Broadcast Bureau adviser on legislative matters to both FCC Chairman George C. McConnaughey and John C. Doerfer. He was the draftsman of proposed and final rules on such significant proceedings as the clear channel case, all three of the pay tv documents, and the orders establishing vhf boosters and repeaters, as well as the commission's position on catv.

In his six years at the FCC he has had a dual career. He was legal assistant to two commissioners, the late Frieda Hennock and John S. Cross. He also has been an attorney in the Broadcast Bureau's rules and standards division. He is now the chief attorney in that division, with the title of assistant chief. This is the office that writes regulations and engineering standards for broadcasting.

Lou Stephens was born 46 years ago in New York City. He was graduated from Roanoke College, Salem, Va., received a law degree from George Washington U. in 1941. He was a captain in the Air Force in World War II, serving with the Air Transport Command.

Following the end of the war, Mr. Stephens served the United Nations Relief Administration and the International Refugee Organization in various legal capacities in London, Paris and Geneva. He returned to the United States in December, 1952 and was on the legal staff of the Office of Price Administration for a year until he joined the FCC in July 1954.

PROS AND CONS ON TV MILEAGE

ABC for, AMST against FCC proposal to trim separation rules for drop-ins

Strong reasons supporting and opposing the FCC's proposals to issue dispensations from heretofore rigidly enforced mileage proposals on tv channel allocations were filed last week.

Deadline for comments to the commission's rule-making notice, issued last January, to modify existing minimum mileage separations in special cases to permit the assignment of a vhf channel, was last Friday.

As of Thursday a handful of comments were filed with the bulk due on Friday.

Favoring the commission idea were ABC, Storer Broadcasting Co. and a number of non-television entities which urged specific assignments in their localities.

Strongly opposing the proposals were major broadcasters lead by the Assn. of Maximum Service Telecasters. In this group was Westinghouse Broadcasting Co.

Highlights of early comments and some to be officially filed Friday were as follows:

The commission's proposals found strong favor with the American Broadcasting Company. In comments stating that ABC has "long urged" the commission to adopt interim policies which would permit the establishment of at least three competitive services in each of the first 100 to 125 tv markets, the network noted that an interim policy must be tailored to accomplish "interim objectives only" and that waivers of mileage separations must be limited to those situations where they are essential to fulfill immediate needs.

To protect existing services, ABC recommended adoption of the FCC's proposal that short-spaced stations be required to utilize directional antennas so that the effect upon existing stations will be no greater than that from stations meeting all separation requirements.

ABC further stated that the commission's criteria for short separations are generally sound and that the network is in accord with proposed new engineering rules and standards.

To illustrate what could be accomplished by the application of the interim allocations policy, ABC filed summary descriptions of specific allocation recommendations for 14 of the major markets in which a third channel "is essential to competitive network operation." These markets included Grand Rapids-Kalamazoo, Mich.; Louisville, Ky.; Syracuse, N.Y.-Johnstown-Altoona, Pa.; Rochester, N.Y.; Birmingham, Ala.; Raleigh-Durham, N.C.; Charlotte, N.C.; Providence, R.I.; Jacksonville, Fla.; Wheeling, W.Va.-Steubenville, Ohio; Baton Rouge, La.; Knoxville, Tenn., and Dayton, Ohio.

AMST Agin' ■ AMST opposed the whole concept of drop-ins at less than present minimum mileage separations on a number of grounds:

■ Such a move would cause loss or degraded service to a large rural and small town audience now receiving good tv service, without any provision to replace it.

■ There is no need to upset the present engineering standards to force extra vhf channels into areas since the great bulk of the population of the United States is receiving tv service—in fact, 90% or more of all tv homes can receive at least three tv stations.

■ Even under present regulations, most tv stations are actually farther apart than the minimum requires. AMST showed, in a selected sampling of 12 representative market areas, covering 166 stations, that all but three exceed the minimum mileage separations.

In a chart on all ch. 8 assignments in Zone I, where the minimum separation is 170 miles, all stations but two exceed this distance—some having as much as 300 or more miles co-channel.

Should the FCC feel impelled to institute vhf drop-ins, AMST said, it should not open a general land rush, but should on its own specify what cities had the "very greatest need" for an extra vhf channel. The FCC, AMST said, should call for recommendations for drop-ins with required supporting data to indicate the need and hard engineering factors. It should then determine just which markets should receive an additional vhf, and refuse to consider any further suggestions.

Unless this is done, AMST said, the commission will be faced with a snowballing demand for exemptions from the mileage criteria which could end up by destroying tv service as it is known today.

The AMST filing, a 92-page printed document plus as many pages of exhibits, attacked ABC's championship of vhf drop-ins by asserting that the network has claimed as long ago as March 1959 that it had live coverage of 90% of U.S. television homes and that in that year ABC-TV President Oliver Treyz stated that a third vhf in seven cities would take care of the network's problems.

Storer Broadcasting Co. asked the FCC to drop in one or two vhf assign-

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Roanoke, Virginia

ments in 25 of the top 100 markets—using 115-mile separations for co-channels and keeping the present 60-mile adjacent channel separations [AT DEADLINE, Sept. 26].

Storer said its plan would put 3 vhfs in 86 markets, 2 vhfs in 4 cities, 1 vhf in 4 cities and 6 cities would have 3 or more uhfs.

Storer asked the 115-mile separation minimum to prohibit "further derogation" of the tv system by other requests and suggested a two-year "moratorium" (freeze) on further short-spacing requests, after finalization of the present proposal, to "evaluate" operations with directional antennas in view of the scant experience with directionals. Storer would require drop-in stations to furnish a series of proof-of-performance reports to protected outlets.

The Storer plan asks assignment changes in seven geographical areas. The plan would add 1 vhf in 21 markets and 2 in four cities.

The Storer proposal would add a third vhf to such markets as Hartford, Kalamazoo-Grand Rapids, Birmingham, Charlotte, Louisville, Dayton, Prodivence, Syracuse, Toledo and Rochester and to 11 other markets. It would add two vhfs to Binghamton, Austin, Tex., Topeka and Macon, Ga., all one-vhf cities. It would overlook Raleigh, N.C., Knoxville, Tenn., Columbus, Ga., and Augusta, Ga., two-vhf cities.

Long Range View ■ Comments filed by Westinghouse Broadcasting Co. stated that any "compromise" of existing standards, even on an interim basis, must be approached with consideration for the long-range public interest. The firm noted that in setting up the allocation table and in all subsequent adjustments, the commission used rulemaking proceedings which set forth the exact changes proposed. In this instance, however, the commission sets out only general standards to be applied to future changes in the allocation table.

WBC believes that the public interest would best be served by following the old procedures and it urged the commission to issue specific rulemaking proposals setting forth the exact location and nature of "all proposed changes" in the allocation table following a specific set of limitations. WBC also suggested that the commission's proposals concerning service fields be adopted, but opposed the proposals concerning adjacent channel separation and the use of tv DA systems.

WXIX-TV (ch. 18) Milwaukee, Wis., did not like the proposal, but recognized the fact such a policy might well become part of the commission's rules. In light of this, the station suggested that the commission give consideration to the possibility of waiving

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Pay tv's horoscope

WHCT (TV) Hartford, Conn., will begin subscription tv operations within six months after the FCC authorizes the test. This was the prediction of Ted Leitzell, public relations director of Zenith Radio Corp., speaking to the Hartford Rotary Club last Monday (see page 74).

The ch. 18 station, Mr. Leitzell said, will begin transmitting Phonevision programs when 2,000 homes have decoders installed.

"We believe that 10 years from now, the whole nation will look back on the beginning of subscription tv here in Hartford as the beginning of an entertainment revolution in America—the kind of revolution that America is famous for—bringing something new and better to more people at lower cost . . .," Mr. Leitzell said.

Movie operators who are opposing pay tv, the Zenith spokesman said, are motivated by fear of competition.

Zenith is allied with RKO General Inc., owner of WHCT, in the pay tv trial. RKO General plans to spend up to $10 million for the three-year demonstration, using Zenith's Phonevision system of toll tv.

the present "duopoly" rules in critical markets and assigning short-spaced vhf channels to existing uhf licensees who would telecast on both uhf and vhf channels until such time as a long range allocations plan is put into effect This, in conjunction with pending legislation concerning the "essential" all-channel receivers, would ensure both the survival of uhf in intermixed markets and the perpetuation of uhf tv until its broadcast potential is developed, the station stated.

WXIX-TV also noted, however, that no interim policy can be put into effect, at present, "without prejudicing the direction of the long-range determination."

WVUE (TV) New Orleans asked for waiver of minimum mileage separation requirements so ch. 12, assigned to the New Orleans area, may be granted nearer to the city than the present assignment requirements. Under the present minimum separations, a ch. 12 station would have to be constructed at some distance from the city and/or require a low antenna or power to protect co-channel WJTV (TV) Jackson, Miss., or satisfy aviation hazard requirements. WVUE (TV) proposed a station to protect WJTV at less than minimum separation (162 miles), using either reduced power or directional antenna.

Other Proposals ■ Charlotte Telecasters Inc. asked drop-in of ch. 11 at Charlotte, N.C., and proposed to apply for it and use a directional antenna to protect co-channel stations WJHL-TV Johnson City. Tenn. (111 miles), and WTVD (TV) Durham, N.C. (128 miles). The firm's stockholders are local businessmen incorporated to ask for the drop-in assignment.

Community First Corp. asked for drop-in of ch. 10 at Jacksonville, Fla., for which it would apply. The firm would use directional antenna to protect co-channel stations WALB-TV Albany, Ga. (143 miles) and a proposed television station at Largo, Fla. (Tampa-St. Petersburg) (164 miles). Community First's stockholders are local businessmen.

MIA Enterprises Inc., licensee of KWBE Beatrice, Neb., filed comments in favor of the commission's proposals. They further asked that ch. 4 be assigned to Beatrice, a city with a uhf allocation that has not been applied for and no vhf reservation at all.

Buckeye Broadcasting Corp. proposed a drop-in assignment of ch. 11 at Dayton, Ohio, and said a station could be built with directional antenna to protect co-channel stations WHAS-TV Louisville (134 miles) and WTOL-TV Toledo (138 miles).

West Virginia-Ohio Broadcasting Co. proposed a ch. 3 drop-in at Wheeling-Steubenville.

Kentuckiana Broadcasting Corp. suggested that ch. 6 be dropped-in to Louisville, Ky.

Both the last two companies are composed of local businessmen planning to apply if their recommendations are accepted.

FCC eyes spots; stations must explain

The FCC's "get tough" policy on programming and spot announcements is getting tougher. Two stations, KORD Pasco, Wash., and WAVZ New Haven, Conn., were advised by the commission last week that their applications for license renewal would have to go to hearings because of promises-vs-performance differences on just such issues.

KORD was informed that the programming promises made in its application for a construction permit varied from the actual performance as stated in the station's application for license renewal. The commission noted that KORD had originally said that it would devote time to agricultural, educational,

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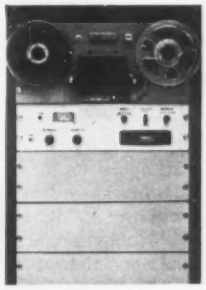

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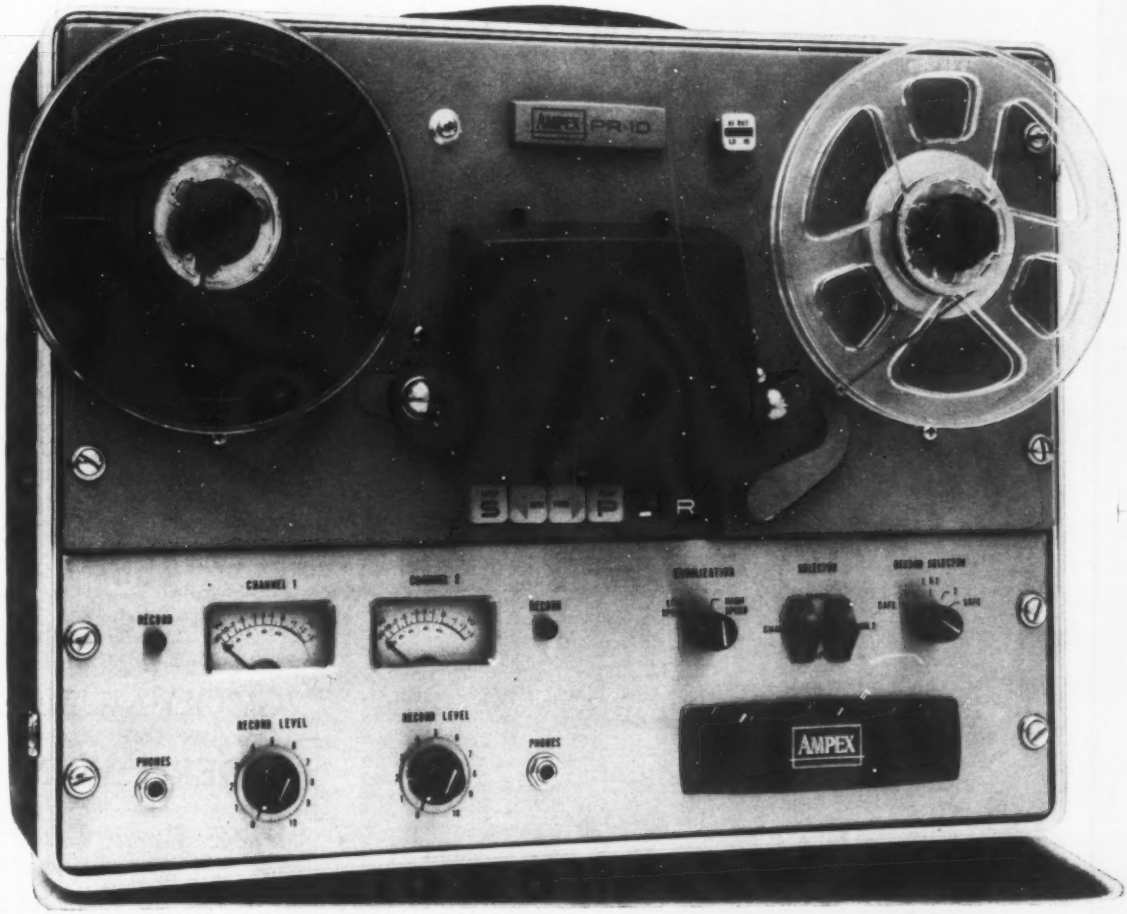

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FCC's option for short-term licensing

The FCC put some power behind the punch last week when it put into effect an amendment to the rules which gives it the authority to issue licenses to radio or tv stations for less than the normal three-year period. Under the new ruling, short-term licenses can be issued when it is "in the public interest."

The amendment to the rules is the result of a rulemaking study begun by the commission in March (BROADCASTING, March 7), which followed exposure of rigged quiz shows and payola. The commission at that time said that the rule "would not only have a bettering effect on the performance of the station involved but would also have a beneficial influence on broadcast stations generally." This sentiment was echoed last week when the amendment was adopted.

The commission noted that the new rule will make it possible for that body to make "occasional" use of shorter-term licenses in the case of any station which "requires observation during a shorter period of operation before being considered for a normal-term license."

The rule conforms to an amendment to the Communications Act signed by President Eisenhower Sept. 13.

Commissioners Rosel Hyde and T.A.M. Craven dissented to last week's action.

talk and miscellaneous programming and would give 6% of its air time to local live offerings. It also had proposed, according to the commission, a limit of 700 commercial and 84 non-commercial spot announcements weekly.

Basing its judgement on the composite week" reported in the renewal application, the commission told the station that it appeared that only minimal amounts of religious and agricultural programming were broadcast, that no time was devoted to educational or discussion programs and that no local live shows were carried. Further, the commission noted, the composite-week log showed that the station carried 1,631 commercial spot announcements and 41 non-commercial spots.

Also New Haven ■ Commercial spot announcements were also a part of the commission's consideration to designate for hearing the renewal application of WAVZ New Haven, Conn.

The station, which operates on 1300 kc with 1 kw fulltime power, was told by the commission that in a previous application for license renewal the station proposed broadcasting 1,052 commercial spot announcements per week. However, the commission's letter noted that WAVZ's 1960 application showed that 2,369 such announcements were used during the composite week. This, said the FCC, showed cause for a hearing.

In the case of both stations, Commissioners Rosel Hyde, T.A.M. Craven and Charles King dissented in the need for the hearing procedure.

FCC grants extension in Boston ch. 5 case

The FCC last week gave Boston ch. 5 applicants a two-week extension, to Oct. 12, on the deadline for filing briefs in advance of the commission's reconsideration of its 1957 grant to WHDH Inc., that city.

The postponement was granted by Commissioner John S. Cross on a motion by Greater Boston Television Corp. The original deadline was Sept. 27.

Last week, also, a second Boston ch. 5 applicant asked that the FCC dismiss

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one of the original applicants because it is no longer in existence. Massachusetts Bay Telecasters Inc. filed a petition with the commission to dismiss the application of Allen B. DuMont Labs. on the ground DuMont Labs. is now defunct. The Massachusetts Bay pleading said DuMont Labs. went out of business in 1955 when its broadcast properties were assigned to Paramount Pictures Inc., and then to Metropolitan Broadcasting Corp. The set manufacturing division of DuMont was acquired last July by Emerson Radio & Phonograph Co. and the remaining assets by Fairchild Camera & Instrument Corp., the pleading stated.

If the FCC agrees to this deletion, it would leave only these three applicants in the race for the Boston vhf channel. In its July 14 decision the FCC found that principals of the *Boston Herald-Traveler* (WHDH-TV) and Massachusetts Bay Telecasters had engaged in off-the-record talks with then FCC Chairman George C. McConnaughey and others.

The *Boston Herald-Traveler* is fighting this decision before the FCC and in the U. S. Court of Appeals. The FCC has denied its request for a stay of its order, but a petition for rehearing is still pending. In its appeal to the circuit court in Washington, the newspaper charged that the FCC erred in voiding its grant; it stated that the commission could only recommend this action to the court.

Earlier in the week the FCC's general counsel informed the commission that it planned to take no further part in the Boston ch. 5 case unless specifically ordered to do so.

Two more payola orders from FTC

The Federal Trade Commission approved two more payola consent orders last week. This brings to 71 the total number of consent orders issued under the unfair practices provision of the FTC Act. One final order was issued in default.

Agreeing to the latest order were Sue Records Inc. and Apollo Records, both New York. The orders require that any payment for playing a record over the air be disclosed to listeners.

In issuing the orders, the FTC affirmed earlier initial decisions by hearing examiners against the two firms which asserted that the companies had paid for exposure of their records without these payments being made public.

Payola complaints issued by the FTC now number 102. The high geared campaign against payola in radio and tv has about come to an end with a commission warning that a renewal of the practice would bring a new FTC drive.

Philadelphia civil suit charges payola

A civil suit charging payola by 11 record distributors and 58 disc jockeys was filed last week by Philadelphia District Attorney Victor H. Blanc in the city's common pleas court. The suit charges violation of the state's commercial bribery law, and resulted from an eight month investigation.

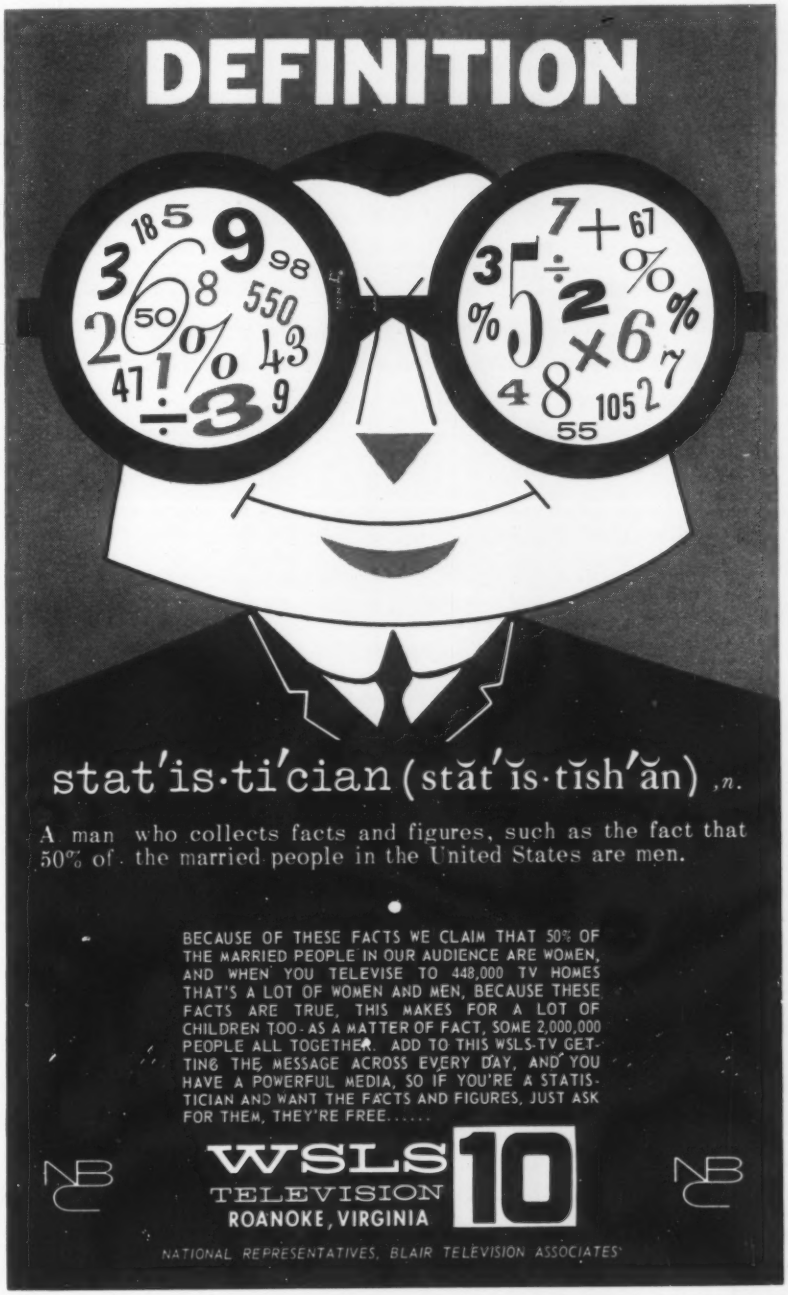
Consent decrees were accepted by all of the distributors and more than a dozen disc jockeys. The consent judgments do not admit guilt.

More than 35 disc jockeys of Philadelphia stations who have moved from the city were served with registered mail complaints, Mr. Blanc said last week. Some have already responded, agreeing to sign consent judgments, he stated.

Common Pleas Judge David Ullman set Oct. 10 as the hearing date.

Judge Stern resigns FCC special post

The resignation of Judge Horace Stern, special FCC examiner, has been accepted by Chairman Frederick W. Ford "with considerable personal re-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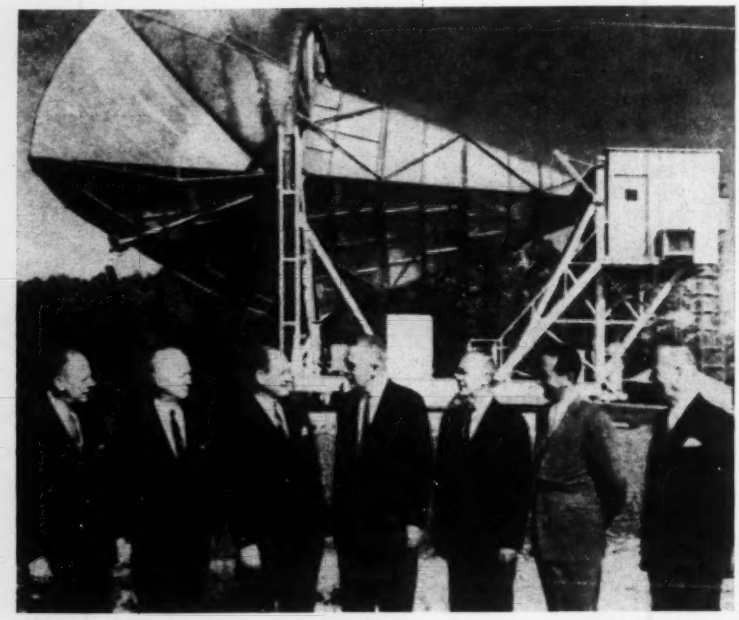

Echo bounce ■ Members of the FCC had their pictures taken while visiting Bell Telephone Labs space installation at Holmdel, N.J. on Sept. 22. This is the photograph that was relayed by landlines to Naval Research Lab. at Stump Neck, Md., then transmitted back to Holmdel via the 10-story, aluminized balloon, Echo I, which has been orbiting 1,000 miles up since August 12. Shown here are (l to r): FCC Commissioners John S. Cross and Rosel H. Hyde, Dr. T. Keith Glennan, administrator of the National Aeronautics & Space Administration, Frederick W. Ford, FCC chairman, and FCC Commissioners Robert T. Bartley, Robert E. Lee and T.A.M. Craven. Horn antenna in background was used to receive the picture from the balloon satellite.

gret." Judge Stern, retired chief justice of the Pennsylvania Supreme Court, has been handling special *ex parte* cases for the commission during the past two years.

Now 82 years old, the special examiner most recently issued recommendations in the Miami ch. 7 *ex parte* case and has handled hearings in the Miami ch. 10, Boston ch. 5 and St. Louis ch. 2 cases as well. His expected resignation (CLOSED CIRCUIT, Sept. 19) became effective at the close of commission business Sept. 15.

In accepting Judge Stern's resignation, Chairman Ford stated that "each member of the commission joins me in expressing his appreciation for what must have been a personal sacrifice on your part in the unique emergency which confronted us."

Mack trial tomorrow

The retrial of former FCC Commissioner Richard A. Mack and his friend, Miami attorney Thurman A. Whiteside, is scheduled in the U. S. District Court, Washington, D. C., tomorrow (Oct. 4). Both are charged with conspiring to defraud the United States by influencing the grant of Miami ch. 10 to National Airlines.

The criminal charges were brought following disclosure that Mr. Whiteside had interceded with Mr. Mack in the 1957 Miami ch. 10 television case. This was publicized in the Harris Legislative Oversight Committee hearings in 1958, following which Mr. Mack resigned. A trial last year resulted in a hung jury. Federal Judge Alexander Holtzoff is to preside.

■ Government briefs

One less for Reno ■ The Nevada Broadcasters Fund Inc., applicant for ch. 4 Reno, Nev., has asked the FCC to dismiss its application. The firm, headed by Alex Gold, president, stated that it has been unable to find a suitable site in Reno to put it on a comparable competitive basis with the five other applicants for ch. 4.

V.I. merger ■ The proposed merger of two firms seeking ch. 8 in Christiansted, St. Croix, V.I., has been announced. Radio American West Indies Inc., a firm headed by Hazel M. Higdon, and Supreme Broadcasting Co. of Puerto Rico, Robert Moss, president, proposed the merger. They have petitioned the FCC to dismiss the application of Radio American and approve the consolidation. A new firm resulting from the move, of which Supreme will own 60% and Radio American 40%, will apply for the available channel if approval is granted. Supreme is the licensee of WORA-TV Mayaguez, P.R. and owns 40% of WVUE (TV) New Orleans, La. Radio American owns WIVI in Christiansted.

Channel change ■ A petition to switch tv channels in Texas has been filed with the FCC by the Texas-Longhorn Broadcasting Corp. Filed by John R. Powley, president, the petition asked that the tv table of assignments be changed by deleting ch. 70 from Austin and adding 67; deleting 52 from Brenham and adding 70; and deleting 53 from San Marcos and adding 80. Mr. Powley also asked that the educational assignment for Austin be changed from ch. 70 to ch. 18. The petitioner claimed that the changes meet all of the mileage separation requirements and that he would apply for ch. 67 in Austin.

Union protest out ■ A protest against the license renewal of WGAL Lancaster, Pa., filed by the United Electrical, Radio and Machine Workers of America, has been dismissed by the FCC. The union was advised that a review of WGAL's operations during the past license period indicated that the station's treatment of controversial issues had been consistent with commission policy. The union had complained that the stations refused to carry its announcements during a campaign to represent workers at the RCA plant in Lancaster, but did carry announcements of a rival union. The commission noted that it could not, in this instance, interfere in the station's business policy.

Identity sufficient ■ The FCC has told WLOS-TV that is can identify itself as Asheville, N.C., but cannot add Greenville-Spartanburg, S.C., to its call sign. The commission informed the station that there is insufficient community of interests with the South Carolina cities to allow the additional ID and that the ch. 13 facility had not shown any undue hardship resulting from denial of its request. The commission had withdrawn previous approval for the station to identify itself with the three cities in March, but took a second look at the situation after WLOS-TV appealed for reconsideration.

Uncle Sam's take ■ Internal revenue collections (excise) for radio and tv sets, phonographs and components totaled $169.4 million for the 1960 fiscal year ended June 30 compared to $152.6 million in the previous fiscal year, according to Internal Revenue Service.

Power Savings of 15,000 KW Hours Yearly...

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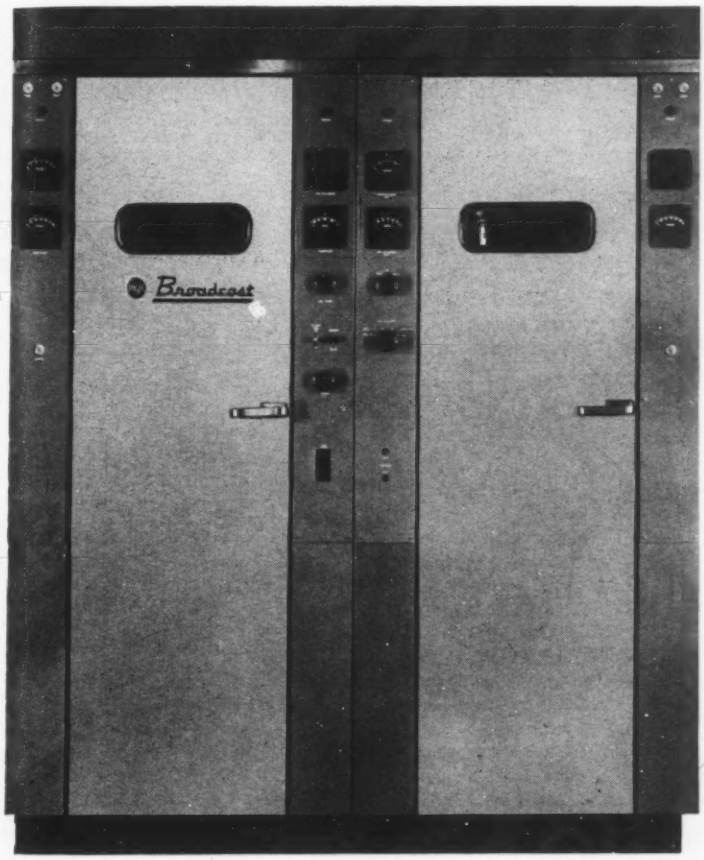

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This new transmitter incorporates the only significant development in Class "C" power amplifier design in 20 years. A new circuit provides a plate efficiency of approximately 90%.

With continuous operation, savings of approximately 15,000 kilowatt hours per year are realized. Only 1 PA tube is needed.

Other improvements, including all silicon rectifiers and improved protection circuits, enhance performance and extend operating life.

Functional styling provides a choice of red or grey doors to suit station decor and add a harmonious note.

Your RCA Broadcast Representative will gladly provide further particulars about this new transmitter. Or write to RCA. Dept. M-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

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5. **REMOTE CONTROL PROVISION**—Built-in provision is made for remote control and conversion to Conelrad, power cut-back and a carrier off monitor.
6. **FCC OK**—Meets all new FCC Spurious Emission requirements.
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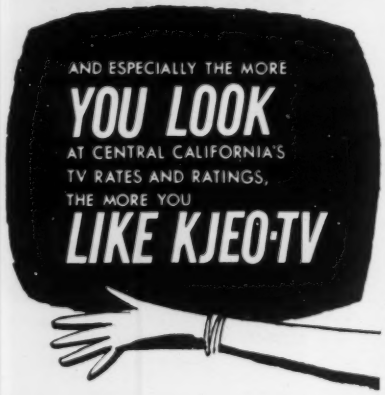

channel 47
KJEO

abc for Fresno, California
J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.
See your H-R representative

EVEN MORE HEARINGS IN '61

Alabamans hear Washingtonians discuss issues to be resolved by Congress, FCC

The Senate and House commerce committees both are honor bound to hold hearings on FCC licensing and regulation of the networks next year, the Alabama Broadcasters Assn. was told last week by Chairman Oren Harris (D-Ark.) of the House Commerce Committee.

Speaking Thursday at ABA's fall meeting in Tuscaloosa, Rep. Harris said his committee probably will hold hearings also on daytime broadcasters' requests for longer hours and possibly on pay television. Rep. Harris, who also is head of the committee's Legislative Oversight and Communications & Power subcommittees, told the association that legislation to control the spectrum "becomes more urgent all the time."

Broadcasters also were warned this year's suspension of Sec. 315 in the presidential campaign is only an experiment and they shouldn't assume Congress intends to make the suspension permanent. Neither does it relieve broadcasters of the requirement that they operate in the public interest, Rep. Harris said.

This means, he said, "that they must be fair in their presentations of public issues." It does not permit them to be partisan in their political presentations on radio and television programs. The Sec. 315 suspension this year is limited to equal time provisions only and applies only to presidential and vice presidential candidates.

He said he hopes the newly-enacted legislation on payola, quiz-rigging and other subjects will prevent any "wholesale recurrences of these manifest evils which have severely affected some segments of the broadcasting industry."

The new law, he said, modifies the FCC interpretation last spring requiring Sec. 317 announcements in the case of free phonograph records. It also specifically covers payola practices involving persons other than the licensee, he said.

The law also gets at producers of programs and others where quiz-rigging frauds are concerned, Rep. Harris said, with the result that broadcast licensees who air such programs in good faith will be exonerated, instead of being the "victims of large-scale, well-organized frauds perpetrated by some of the producers of these deceptive programs."

Last Recourse Only ■ Rep. Harris said he hopes the FCC will use its new power to impose forfeitures only when "absolutely necessary." He said he expects the overwhelming majority of broadcasters not only will comply with the law and FCC rules in the future but also will follow "diligently" the NAB radio and tv codes.

"While there are always a few recalcitrant members in any industry who do not mind giving the whole industry a black eye, the majority certainly does not require the threat of forfeitures to assure operation in the public interest," he said.

The Arkansan said he's glad no Alabama broadcasters have been involved in any of the *ex parte* contact cases which have placed both the broadcast industry and the FCC "at least temporarily—under a cloud."

Interest in Code Subscribers ■ John F. Meagher, NAB radio vice president, told the Alabama group he is convinced the FCC will ask NAB for a list of stations subscribing to the Radio Code. He recalled an FCC request at last winter's program hearings was dropped when NAB explained it was planning to enlarge its code to admit non-member stations.

One out of four radio stations—a total of 823—subscribes to the code, which now has enforcement provisions and a set of administrative fees, according to Mr. Meagher.

The list of subscribers, he said, "is far short of what is needed to convince Congress and the FCC and the Federal Trade Commission and the Attorney General and all other regulatory authorities, to say nothing of the public, to persuade these people that radio broadcasters are sufficiently mature, and sincere, and competent and determined to be entrusted with self-regulation."

Warren E. Baker, of the law firm of Chadbourne, Parke, Whiteside & Wolff, advised broadcasters not to carry public service merely for the sake of developing favorable log statistics but rather because a service to the public needs to be done. Mr. Baker is a former FCC general counsel.

Stations frequently get larger audiences by giving people interesting programs than by following the safe course of neutral programming, he said. "I believe you have nothing to fear from a closer Commission look at your programs if you take advantage of your freedom to serve community needs," he suggested.

Mr. Baker reviewed recent economic and regulatory developments in radio and television as well as legislative actions at the last session of Congress.

THE HIGH COST OF KILLING TIME

How quickly the misuse of money – when found out – sparks our moral indignation into fires of investigation!

Yet how slow we are to see that the misuse of man-hours is as morally wrong and harmful as ever the misuse of money.

Padding the hours with a man's mere presence on the job, without using either his mind or his muscles, can be morally crippling to him. In fact, the deliberate waste of a man's power to produce and stand in the dignity of a living fully earned, is waste of a man.

Whoever causes such waste–for another or to himself – would be responsible for damaging not only the person, but would be contributing to weakening the nation's economic strength.

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STATIONARY TV SATELLITES

Would be backbone of around-the-world tv

The future satellite communications system, capable of providing around-the-world tv signals as well as voice, teletypewriter and data processing channels, will consist of stationary active satellites, 22,300 miles above the equator.

This was the consensus of scientists who addressed the communications meeting at the IRE's symposium on space communications and telemtery in Washington.

The most emphatic prediction was made by Dr. Samuel G. Lutz, Hughes Research Labs., Malibu, Calif.

His prognostications were backed up by Army Signal Corps scientists from Fort Monmouth Labs. They were Donald Jacoby, George N. Krassner and James E. Bartow.

Dr. Lutz emphasized that the estimates of the need for overseas communication channels envisages 100 mc of bandwidth by 1980 and 1,600 mc of bandwidth by the turn of the century. He estimated that present cables and short wave radio amount to 1 mc of bandwidth.

The only place this will come, he asserted, is through space communication systems.

Three Satellites ■ A stationary satellite system around the equator will be the backbone, Dr. Lutz said. This will require three satellites. In order to cover polar regions, Dr. Lutz called for a supplementary system of lower-flying active satellites.

When a satellite is 22,300 miles above the earth, Dr. Lutz pointed out, it is "stationary" in relation to a fixed point on earth. Such a satellite can usefully "see" a portion of the earth covering a 71.5° arc.

Dr. Lutz said that because of this great height, and fairly narrow transmission beams, it should be possible to repeat the frequencies used on earth for ground-ground communications.

The system could have a capability of 10,000 mc, he estimated.

The Signal Corps scientists discussed the parameters and requirements for a three step development which would finally result in a satellite capable of transmitting six, 100-mc channels with a power output of 5 w per channel in the 4400-5000 mc range and with ground stations capable of transmitting equivalent bandwidths, using 10 kw transmitters and 60-ft. antennas.

RCA package ordered by KSTP-AM-TV

An RCA "package" of its most advanced tv broadcast equipment valued at $751,000, has been ordered for the expanding plant of KSTP-AM-TV Minneapolis (BROADCASTING, June 20).

Units in the RCA package include a station break automation system, tv tape recorders, complete color facilities, transistorized switching equipment and a mobile studio capable of handling both color or black-and-white remote programs. RCA engineers have been working with the KSTP-TV engineering staff in drawing up plans for an integrated layout which features centralization of all equipment in one area. "Equipment central" will be a 60 by 80-foot room in a new addition, now under construction, to the present station building. The addition also will house a 40 by 60-foot color studio. A $300,000 building improvent plan provides for modernization of studios and special studio facilities to stage closed circuit tv persentations for audiences up to 300 persons. The station also plans to use new RCA TK-12 monochrome cameras, with 4½-inch image orthicon pickup tubes.

Automatic logger shown IRE group

An automatic program logger which, according to its developer, can save $10,000 in salaries was announced at the 10th annual broadcast symposium in Washington Sept. 23, sponsored by Institute of Radio Engineers Professional Group on Broadcasting.

The device for automatic keeping of program logs was developed by Robert M. Brockway and Robert Flanders, WFBM Indianapolis, Ind., and was put into use at WFBM-FM where a salary of $10,000 is paid for the sole purpose of keeping program logs. WFBM-FM operates 18 hours daily with pre-recorded programs, with live news and weather reports supplied by parent WFBM personnel.

The system incorporates the "rough log" made up when programs and announcements are being recorded. As programs are broadcast, a sub-audible tone on both announcement and music tapes activates an electrical time clock which registers time and transport being used.

Comparison of the time register with the rough log identifying announcements and programs can then be accomplished by regular clerical help in the billing office.

A request for permission to use this system has been made to the FCC, the Indianapolis operators said, but the commission has not yet acted. Present FCC rules require program log notations to be made by someone physically present when program changes occur.

Radio engineers also heard technical presentations on tv station automation by Floyd R. McNichol, RCA; Adrian B. Ettlinger, CBS-TV; and James B. Tharpe, Visual Electronics Corp.

Collins research

Collins Radio Co. is forming a corporate research division for advance basic research in electronics, to be located in Southern California near a university, A.A. Collins, president, has announced. It will be directed by Dr. R.L. McCreary, presently research director at Collins' Cedar Rapids (Iowa) division and his staff, to be the nucleus will move during 1962. Two sites under consideration are at La Jolla and Newport Beach, both near facilities being developed by the U. of California.

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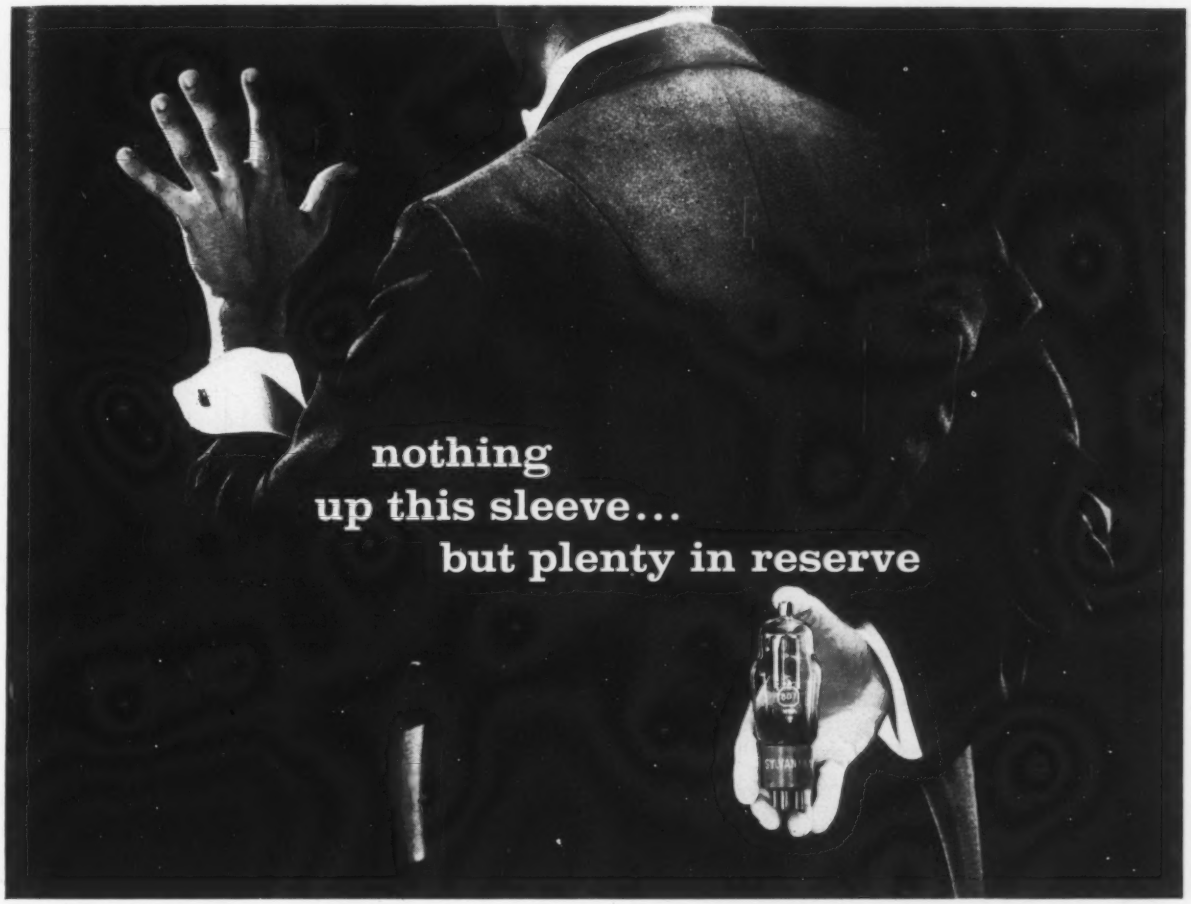

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Call your Sylvania Industrial Tube Distributor for prompt service. He has plenty up his sleeve—one of the widest lines of tubes for broadcasting available. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 1210A, 1100 Main Street, Buffalo, New York.

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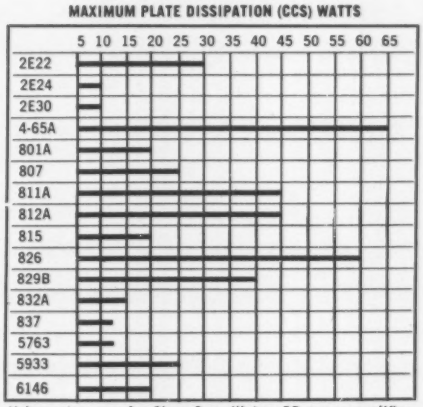

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'GREAT DEBATE' RIGHTLY NAMED

Nixon, Kennedy set a precedent that will be hard to abandon

The whole course of political campaigning has been changed by a single broadcast—the Sept. 26 simulcast of Vice President Nixon and Sen. Kennedy.

A second Kennedy-Nixon debate, or more accurately a news conference, will be fed to the nation and world from WRC-TV Washington next Friday (7:30-8:30 p.m. EDT).

Around the nation the largest tv audience ever tuned to a single program —nearly 75 million—watched the two presidential candidates match wits, forensic skill and personalities on the combined tv and radio networks.

Having seen and heard the candidates as they appeared before the cameras and microphones, Americans spent much of the rest of the week talking over the most exciting single episode they had personally observed in this campaign.

The reaction was worldwide as foreign nations heard the debate on radio or saw delayed films. Even staid British politicians were talking about applying the technique in the empire.

The Next One ■ At the weekend the staffs of network and party officials who do the planning had converged on Washington for next Friday's second chapter.

Originally slated for pickup at KYW-TV Cleveland, the second simulcast was shifted in mid-week to the nation's capital. The format will be based on four newsmen as questioners (two print media, two network), with Frank McGee of NBC as moderater. The network newsmen will be chosen by CBS and ABC. The print newsmen will be picked from reporters who regularly travel with the candidates.

Julian Goodman, of NBC-TV Washington, will produce. He will have available the extensive facilities of the NBC Washington plant.

A similar news conference is planned for the third program, scheduled Oct. 13, except they will use a split-screen program as the candidates are interviewed from separate cities. The fourth, Oct. 21, will deal with foreign affairs and generally conform to the pattern of the first debate.

Though limited by party-network conferees to four debates, talk of fifth simulcast near the end of the campaign was heard around party headquarters last week. This had not developed into concrete action by the end of the week, however.

Record Audience ■ The Sept. 26 audience was measured at 10 p.m. by the national Arbitron (American Research Bureau) at:

- 29,659,000 homes tuned to the program.
- 74,147,000 people watching the candidates (2.5 persons per set).

ARB's figures do not include in-

Reception line ■ Before the Kennedy-Nixon debate began the top executives of all major networks lined up to meet the candidates. Here just before the candidates came in, are (l-r) Robert Hurleigh, MBS president; William L. McKnight, chairman of Minnesota Mining & Manufacturing Co., which owns MBS; Oliver Treyz, ABC-TV president; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres; Robert Sarnoff, NBC chairman; Robert Kintner, NBC president; Frank Stanton, CBS president, and William S. Paley, CBS chairman.

dependent stations, viewers who picked up the program delayed, or listeners who heard it on network or independent radio stations. And of course they don't include literally thousands of newscasts featuring parts of the debate as news.

The multi-city Arbitron taken in only seven markets showed 53% of all tv homes tuned to Nixon-Kennedy. The New York City tune-in was 57%.

A. C. Nielsen, measuring 17 counties in the New York area, estimated the cumulative audience over the hour at 62.2% of all tv homes in the area, or 2,581,000 homes. The program had a "holding-power index" of 85.4%, meaning that percent of homes tuned in the first quarter-hour remained during the last quarter-hour. Nielsen also reported a big jump in tv sets-in-use in New York—72% of all tv homes against 52% during the same hour the previous Monday. The four independent tv stations share was about 25%, which Nielsen said was about the level of the same hour the preceding week.

Change of Scene ■ The shift from Cleveland to Washington for the Oct. 7 program brought comments from NBC-TV, whose affiliate in that city had been selected as the original site, and from Westinghouse Broadcasting Co., operating the station.

At NBC the official explanation was that, based on observations at Chicago, the program could be handled more efficiently at Washington where stations are more accustomed to handling press and broadcast newsmen, party officials and others who could be expected at the studio. NBC-TV said, too, the security problem would be simpler and candidates would be assured of a proper atmosphere of privacy because of availability of executive offices and studio facilities.

Franklin A. Tooke, WBC area vice president, said a group of NBC officials and Nixon-Kennedy advisors had met at KYW-TV to survey facilities. "It was the concensus that facilities would be ideal for the debate," he said. "The only problem was accommodating over 350 newsmen at the time of the telecast. At our suggestion, other potential sites in Cleveland were surveyed, including hotel ballrooms." The hotel idea met network and party resistance because of technical difficulties.

The pace of the campaigning picked up noticeably after the first debate, bringing charges and counter-charges that contrasted with the polite manners shown on the air. Crowds at whistle-stop and auditorium assemblies were described as larger in many cases because of stimulated interest in the campaigners.

The first debate appeared to inspire more newspaper comments and stories than any telecast within memory. Much of this was unbiased and favorable; a little was of the pouty sort, reflecting apparent resentment of broadcasting's ability to capture the public eyes and ears (see editorial roundup page 90).

World Distributions ■ U.S. Information Agency carried the English text to the world. Voice of America, the radio division, started transmitting to Latin America a half-hour after the Monday debate was over. Tuesday VOA sent the radio text to the Far East, South Asia, Europe, the Middle East and Africa at peak local listening hours.

USIA's tv service shipped kines by air for telecasting in 48 countries and the motion picture unit sent kines for theatrical showing in another 52 countries. All USIA news reports highlighted the debate in 36 languages. USIA will give similar treatment to the three remaining debates in the Kennedy-Nixon series.

Network officials who watched the Sept. 26 broadcast and later watched public and newspaper reaction expressed themselves as pleased with results.

Frank Stanton, president of CBS Inc. and widely heralded as the prime advocate who brought about the presidential debate project as well as legislative relief from Sec. 315, called the broadcast

It was a great fight, ma, but I won

Talburt in Scripps-Howard Newspapers

"a basic breakthrough for broadcasting."

"Not only did the broadcast have the largest audience of any single program in television history but, even more significantly, scores of millions who tuned in at the beginning stayed with it until the end," he said.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, said, "You have watched democracy in action. . . . The broadcasts should go a long way toward helping the American public make its choice of the next leader of the United States." John Daly, ABC vice president, said the program worked out well in its main purpose, "the complete subordination of everything to the principals."

Robert F. Hurleigh, MBS president, said the debate "proved broadcasting fully recognizes its responsibilities as a mass communications public service to all of the American people."

Robert W. Sarnoff, NBC board chairman, said the program "demonstrated the ability of broadcasting to present the views of both Sen. Kennedy and Vice President Nixon in a balanced structure. This technique will, in my opinion, be incorporated into our campaigns as a permanent feature. The Sept. 26 program, contrary to some fears, wasn't dull but actually developed into a lively informative view of the issues as well as giving new insight into the personalities of the candidates."

Interested observer ■ The producer of the first Nixon-Kennedy debate on tv and radio was Don Hewitt (l), of CBS News. As he set up the show before the candidates came on, he had an onlooker, Frank Stanton, CBS president.

Paid Programs ■ A lineup of 129 CBS-TV stations was scheduled for the first sponsored national tv program of the Republican National Committee tonight (Oct. 3). Ambassador Henry Cabot Lodge, vice presidential candidate, was the speaker selected for this opener, with foreign affairs as the topic.

The GOP tied together a nationwide series of fund-raising dinners through a closed-circuit tv loop. President Eisenhower, Messrs. Nixon and Lodge, Gov. Nelson A. Rockefeller and others were featured on the program.

Editorial comments on the N-K debate

The first Nixon-Kennedy debate provided an interesting political program somewhat devoid of excitement and unlikely to have changed many votes, according to a check of newspaper editorial comment following the Sept. 26 simulcast. Few editors offered an opinion on the won-or-lost aspect of the program.

The *New York Herald Tribune* (Ind. Rep.) noted that neither candidate "could resist opening a can of corn here and there" and then concluded the debate "left the electorate better prepared for November's judgment day." The *New York Times* (Ind.) said, "They offered an, at times, interesting but at no time inspiring picture of two capable young efficiency experts proposing to oil up the same machine—with different quantity and grades of oil."

In Seattle the *Times* (Ind.) hoped the candidates in future debates "trade their verbal punches with less restraint and with less of an eye on the stopwatch." The *Miami* (Fla.) *Herald* (Ind.) called the opener "a decorous draw" and the *Atlanta Journal* (Dem.) was impressed by "the sincerity, honesty, good taste and ability displayed by both men."

The broadcasting industry drew criticism from the *New York News* (Ind.). "If the tv tycoons won't let Kennedy and Nixon at least try to do as well as Lincoln and Douglas did, why go on with this powderpuff performance?"

The opener provided "what Round One of a truly championship match so often is: A cautious sparring between overtrained experts . . .," according to the *Buffalo Evening News* (Ind.). The *Christian Science Monitor* (Ind.) thought the debate "highly successful in helping citizens gauge the character and purpose of each candidate" and "in clarifying the difference between them on national issues."

"American presidential campaigning will never be the same again," said the *Milwaukee Journal* (Ind.), adding, "It was unprecedented. It was exciting. Most of all, it was informative."

An editorial in *The Wall Street Journal* (Ind.) awarded an edge to Sen. Kennedy on the basis of performance. Like many papers, *The Journal* noted that Vice President Nixon seemed nervous, hesitant and tired. "Those ghostly figures with their backs to the cameras (network newsmen) were nothing but distractions. . . . The ques-

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The New WCOL offers the largest listening audience at lowest cost*. Don't speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.
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tions were incredibly bad. . . . If, instead, the two candidates had been left alone to speak, to question and reply to each other, they would inevitably have pushed themselves to the hard questions. . . . Much was left in disappointing obscurity."

Political sidelights

■ WSB Atlanta broadcast primary election returns Sept. 13 from the city room of the affiliated *Atlanta Constitution*. News cars brought reports from key polling places and from candidate headquarters in DeKalb and Fulton counties.

■ Time for candidates of both major parties has been offered by WONE Dayton, Ohio. Free Sunday periods, 6-8 p.m., have been set aside for candidates for local offices.

■ Prime hours for debates by the two gubernatorial candidates have been donated by N.L. Bentson, president of WLOL Minneapolis. Several debates between the candidates are proposed.

Beeps for Nixon

Celebrities for Nixon-Lodge Committee is providing nightly beep phone calls from entertainment industry figures for the Barry Gray program on WMCA New York and WBNY Buffalo. Jules Alberti, national director of the committee, provides the celebrity phone calls which are scheduled to continue until the election.

The committee said Messrs. Gray and Alberti "have parlayed talents in a radio-personality project that could make a substantial contribution to Republican progress in the critical Empire State. . . . Gimmick is celebs can call in from anywhere in the U.S. during the Gray broadcast (by prearranged schedule set by Alberti) and go right on the airwaves."

Bob Cummings was the first caller, kicking off the series Sept. 19. Dick Powell, Merle Oberon, Faith Baldwin and Helen Hayes are other names on the schedule. The committee added, "Gray, long an ardent Democrat, has a strong following among show biz folks and liberals. His support of the Republican ticket, implied by beepaphone, could be effective in a close New York contest."

The committee said it is not paying for the calls. "By reversing the charges, Barry Gray gets a celebrity on his program for the price of a phone call," according to the committee.

In Philadelphia and Camden . . .

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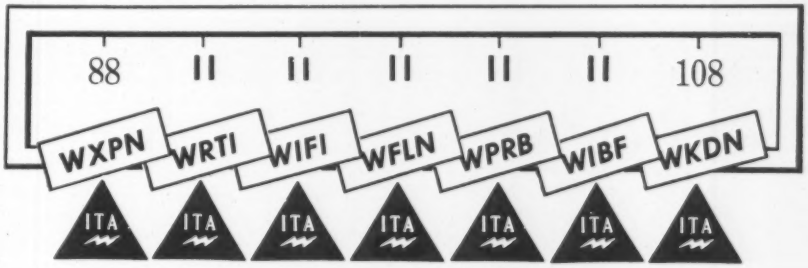

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QUALITY—All FM units are constructed with High Quality Standard Components, designed for easy accessibility. All units are constructed to give maximum efficiency and long life.

SERVICE—Factory trained representatives supervise installation and tune-up of ITA transmitters on the site—at no additional charge. When needed for follow-up these representatives are as close as your telephone.

COST—Another reason why ITA leads the way in FM transmitter sales is low cost. Due to simplicity of design and in plant efficiencies, ITA transmitters are the best value available.

DELIVERY—10/15 KW and all other FM Broadcast Transmitters can be delivered 30 days from receipt of order.

Engineering, Quality, Service, Economy, and Delivery are some of the important reasons why "Across the FM dial—Across the Nation—it's ITA all the Way."

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INDUSTRIAL TRANSMITTERS AND ANTENNAS
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Plush treatment heralds WBC series

A fleet of 10 Rolls-Royce limousines, said to be the largest ever assembled in public, transported guests of Westinghouse Broadcasting Co. to Sagamore Hill, the Oyster Bay, N.Y., home of former President Theodore Roosevelt, on Sept. 19 to hear a concert of past political campaign songs. The junket was in connection with WBC's *Songs for Presidents* program, a series of eight half-hour documentaries, which started Sept. 14 on six Westinghouse radio stations, as well as being syndicated to major markets.

The elegant procession of rented limousines, bearing musical experts, members of the press, congressmen and advertising people, was greeted at the Roosevelt home with rousing musical selections played by 28 members of the Oyster Bay High School Band. Wearing Teddy Roosevelt campaign buttons, the group sat down to a campaign luncheon served in the main dining room—the first meal there since the President's death in 1919, WBC reported. Campaign songs, dating back to roughly 1840, were sung by the Honeydreamers. Sheet music to the Progressive Party's campaign song of 1912, "Throw Your Hat in the Ring," was distributed to the guests for a singing session taped by WBC engineers for inclusion in one of the programs. The song was first sung in the same dining room in June 1912.

Musical experts on hand, who were asked to choose the greatest campaign song in American history, but couldn't reach agreement, were: Sigmund Spaeth, musicologist; Congressman Alfred Santangelo of New York; William Vanden Heuvel of New York, candidate for Congress, and Sam Chase assistant publisher of *The Billboard*. William J. Kaland, national program manager, WBC, who produced *Songs for Presidents*, talked briefly about the series, its purpose and content and its part in WBC's continuous project of education by entertainment.

WELI's moonlight cruise

WELI New Haven, Conn., put a social twist on merchandising with a moonlight cruise across Long Island Sound that brought together some 200 independent grocerymen and wives with major food and beverage distributors. The station supplied entertainment by radio personalities, square dancing and community singing. Continental Baking, Keebler Biscuit Co., Sperry & Barnes Div. of Swift & Co. and New Haven Distributors Inc. (Schlitz Beer) supplied food and drink—all advertised on WELI. The four-hour cruise between Bridgeport, Conn., and Port Jefferson, N.Y., was a "Good Living Go-Together" promotion, illustrating WELI President Richard Davis' belief that "we are, in effect, distributors ourselves."

'Lifeline Day'

Sept. 27 was celebrated by WBUY Lexington, N.C. as "Lifeline Day," with civic and business groups joining in a patriotic celebration based on the syndicated *Lifeline* radio program.

Ed Fuller, assistant manager of WBUY, said two-thirds of the station's sponsors were donating time to a nonpartisan observance. The station program, he said, would include guests from each industry as well as spokesmen for farm groups.

Working with the Central Carolina Civitan Club, groups around the state were contacted to spread the observance into other areas. Wayne Poucher, voice of the *Lifeline* program, was an invited guest at a dinner jointly sponsored by civic clubs. Lifeline Foundation, syndicating the program, is supported by H.L. Hunt. Siceloff Mfg. Co., manufacturer of work clothes, sponsors *Lifeline* on WBUY.

Drumbeats

Naval aid ■ KING Seattle last week came to the rescue of the Navy. Although it is official sports station for U. of Washington, when disc jockey Frosty Fowler learned that Navy's football team would not be able to transport its famous mascot to the West Coast he furnished a fine specimen of a billy goat to the Middies in time for the Navy-Washington game.

Courtesy coffee ■ Coffeehead Hal Raymond, air personality of KISN Portland, Ore., has been brightening the mornings of white collar workers. Each morning his crew walks into a different business firm with an urn of coffee and a supply of doughnuts.

Boosting the band ■ WABX (FM) Detroit, classical music and concert station, devoted the entire day of Sept. 18 to promotion of the Detroit Symphony Orchestra. Recordings by the orchestra and by guest artists planned for this season were played and interviews with members of the orchestra also were aired. The purpose of the

A NEW HETERODYNE MICROWAVE RELAY for Multihop & Terminal Use

- For network or STL
- 800 Line Resolution
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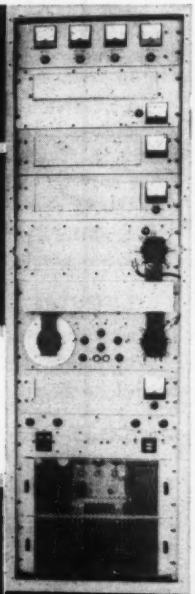
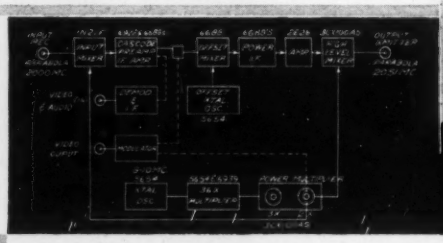
- Transparent to Repeated Signal
- 2000mc Reliable Operation
- No Limit on Number of Hops
- Unattended Operation
- Terminal Equipment XTAL Controlled
- Will Diplex Up to Three 15kc Sound Channels if Desired

The use of the Heterodyne principle eliminates the linearity and noise problems prevalent in standard video relay units. Also, the demodulation process is absent in Heterodyne equipment. Problems in differential gain and phase are eliminated at all except the terminal points.





Other basic configurations include a Terminal Transmitter and Terminal Receiver.

SARKES TARZIAN INC

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edison 2-7251

Write for complete technical information Broadcast Equipment Division

A 'really big shew'

KPIX (TV) San Francisco went all out to welcome Ed Sullivan to the Bay City for the first of his "See America" series. Greeting him and Mrs. Sullivan at the airport is Louis S. Simon, KPIX general manager (r), and the Saint Mary's Catholic Girls Chinese Marching Band. Mrs. Sullivan holds a bouquet of California-grown roses named in her honor. The band has struck up "When Irish Eyes Are Smiling."

The airport welcome was just the beginning. Mr. Simon had arranged for a seven-man production unit to cover the visit, an advertising campaign to utilize all media, tie-in promotions with various civic celebrations and fund-raising charity drives, personal appearances and participation with regional representatives of Mr. Sullivan's network sponsors, Colgate and Kodak. Troops of girls, each representing a county in Northern California, held placards spelling out WELCOME SULLIVAN at the airport. Another bevy of beauties, each a representative of California's grape and wine industry, presented a similar display at the Mark Hopkins Hotel.

Mayor George Christopher bestowed the key to the city upon the CBS-TV star. Ed was also the honored guest at a whirl of dinners and cocktail parties—a party thrown by KPIX introduced the Sullivans to local dignitaries and representatives of his sponsors and their advertising agencies (J. Walter Thompson and Ted Bates), the San Francisco Press and Union League Club honored Mr. Sullivan at another KPIX party and the Junior Chamber of Commerce held a luncheon for him.

Mr. Sullivan addressed the San Francisco Advertising Club before an audience of over 1,000 people; he also bought the first ticket to the Society for Crippled Children's benefit, helped open the United Crusade campaign, boosted such local events as the Berkeley Football Festival and the Monterey Jazz Festival. In appreciation of his busy week, the Retail Florists' Assn. created a seven-foot caricature of "The Great Stone Face" sculptured in flowers.

day-long salute was to stimulate the sale of season concert tickets. It was estimated that the time contributed to the Detroit Symphony was worth about $2,000 at current rates.

Civic help ■ WGRB (TV) Schenectady, N.Y., assisted GUTS Inc. (Gear Up for Tomorrow in Schenectady) by offering the civic organization's anniversary report as a local spectacular Sept. 23. The two-and-one-half hour program in prime time reviewed the efforts of GUTS in bringing new industry to the area, gave progress reports on industrial development, listed job opportunities in Schenectady and provided entertainment by area musicians. M. c. for the show was Merv Griffin, star of NBC's *Play Your Hunch.*

Dress right ■ Joe Beagin, a guest on the *Sunup* morning show on KFMB-TV San Diego, has instituted a campaign to make San Diego women more feminine. He is founder of the "Femme Club," which encourages women to dress in a ladylike manner, particularly when they are in the downtown area. Mr. Beagin says that cards and letters have poured in from both men and women applauding the idea and membership in the club grows daily. Bob Mills, host of the show, has appointed himself official girl watcher for further research into the problem.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520.100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Selig Manufacturing Co., Monroe, Louisiana. Manufacturers of quality upholstered furniture.

YOUR B.R.F.* UP TO DATE?

Here's the latest on WFBR coverage, programming, air personalities, merchandising support, special features, and market data. WFBR Brochure includes results of a Pulse qualitative survey of the Baltimore audience.

Write direct or ask your John Blair representative

WFBR

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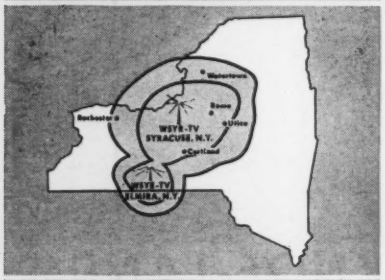


WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR

WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3 weekly circulation

WSYR • TV

NBC Affiliate

SYRACUSE, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

FATES & FORTUNES

Broadcast Advertising

MR. WAVPOTICH

August A. Wavpotich, associate director of art at Ogilvy, Benson & Mather, N.Y., elected vp. **John Thomas,** formerly of BBDO, joins OB&M as senior account executive; **Robert Savage** of Procter & Gamble, named account executive at Ogilvy, as well as **James Fisher** who joins agency from McCann-Erickson.

Robert S. Buckbinder, formerly board member and executive vp of Frederick Clinton Adv., N.Y., joins The Zakin Co., that city, as senior vp.

Douglas R. Hathaway, director of media, vp and secretary at J.M. Mathes, N.Y., retires.

A.E. (Gene) Staley III, formerly vp and account supervisor at Dancer-Fitzgerald-Sample, Chicago, to Arthur Meyerhoff Assoc., that city, as marketing director.

John M. Simmons joins Winfield Adv., St. Louis, as vp and account supervisor.

Ralph Rosenberg Jr. rejoins copy department of Lennen & Newell, N.Y., following year as vp and copy director at Reach, McClinton, that city.

Harry W. Prichett, formerly president of Harry Prichett Assoc., N.Y., joins SH&L, design organization of Sudler & Hennessey, as vp of audio-visual division.

Jon Christopher, formerly tv writer with Erwin Wasey, Ruthrauff & Ryan, Chicago, to MacFarland Aveyard & Co., that city, as creative director of radio and tv.

Alvin Griesedieck Jr., advertising director of Falstaff Brewing Corp., St. Louis, promoted to assistant director of marketing.

Randy Grochoske joins Guild, Bascom & Bonfigli, San Francisco, as tv art director. He formerly was with Young & Rubicam.

Jack Goggin joins account management staff of Earle Ludgin & Co., Chicago. He formerly was with *Chicago Tribune*.

Gerald Levey, formerly of Cortez-Enloe, N.Y., joins Donahue & Coe, that city, as account executive in drug products division.

James Blair, sales manager in equipment sales division of TelePrompTer Corp., N.Y., joins N.W. Ayer, Detroit, as service representative for radio and tv on Plymouth-DeSoto-Valiant.

Mrs. Nelle Bell appointed media buyer at Harris & Weinstein Assoc., Atlanta, Ga.

Rolly Bester, tv commercial spokeswoman, joins Ted Bates, N.Y., as casting supervisor.

Thomas Dettelbach joins Ralph Bing Adv., Cleveland.

MR. PROCHAZKA

Otto Prochazka, formerly of Compton Adv., N.Y., appointed vp and group supervisor of copy department at Dancer-Fitzgerald - Sample, that city. **Phyllis Houston,** formerly of Young & Rubicam, joins D-F-S as copywriter.

The Media

Harry A. Karr Jr. appointed acting station manager of WRC-AM-FM Washington. He has been station's sales manager for past eight years and continues those duties in addition to new appointment.

Jack Coopersmith rejoins KFBI Wichita, Kan., as general manager. He formerly was sales manager of KSIR, that city, and before that was member of sales staff of KFBI.

Orm Duck, formerly with WSEN Baldwinsville, to WBUZ Fredonia, both New York, as station manager.

Tom Shumate, formerly with KCID Spencer, Iowa, joins KFTM Ft. Morgan, Col., as program director and assistant manager.

Bob Schneider, formerly research manager with CBS-TV Spot Sales, N.Y., to Edward Petry Co., station rep, that city, as director of research for tv division.

Maurice Jackson Organization
3073 Edgefield Road
COLUMBUS 21, OHIO
Sales Program Radio Consultants

John S. Hayes, WTOP Washington, re-elected chairman of board of CBS Radio Affiliates Assn. at affiliates' annual convention last week (see page 62). **Jay Wright,** KSL Salt Lake City, named vice chairman and **E.K. Hartenbower,** KCMO Kansas City, re-elected secretary-treasurer. Three directors-at-large were elected: **Thomas C. Bostic,** KEPR Kennewick, Wash., and incumbents **Larry Haeg,** WCCO Minneapolis, and **Robert McConnell,** WISH Indianapolis.

Hal Waddell, WKBZ Muskegon, elected chairman of Michigan Associated Press Broadcasters Assn., succeeding **James Sumbler** of WMTE Manistree. **Elmer Knopf,** WFDF Flint, elected vice chairman.

Steve Bailey, in sports department of KMPC Los Angeles, appointed director of program operations.

MR. HIX

Robert S. Hix, general manager of KHOW Denver, resigns and sells stock to Western Broadcasting Co. which owns station. Before joining KHOW, Mr. Hix was general manager of KOA, that city. He has not made available his future plans. **Frank Bishop,** formerly managing director of KFEL-AM-TV Denver named station manager of KHOW.

Daniel D. Calibraro, assistant to general manager of WGN Inc. (WGN-AM-TV Chicago) assumes additional duties as manager of press and community relations. Other changes: **Bruce Dennis,** manager of news for WGN Inc.; **Thomas A. Foy Jr.,** director of news features for WGN Inc.; **Daniel T. Pecaro,** radio program manager; **James G. Hanlon,** manager of promotional and merchandising services for WGN Inc., **Charles A. Wilson,** manager of sales development for WGN-TV; **Jack Brickhouse,** manager of sports for WGN Inc.; **Dr. Mark Munn,** manager of research for WGN Inc.

Rita Garner, formerly pr director at WMCA New York, joins WABC, that city, as advertising and exploitation manager. **Dick Stone,** formerly sales executive at Avery-Knodel, and **Don Huber,** previously regional manager of Radio Advertising Bureau, join WABC as account executives.

Larry Carothers named promotion manager of KTBC-AM-FM-TV Austin, Tex., succeeding **Mrs. Alice McElhinney.** Mr. Carothers formerly was promotion director of KVET, that city.

Dale R. Woods, Radio Advertising Bureau regional manager, named division manager of member service department.

MR. WODLINGER

Mark L. Wodlinger, executive vp of Community Telecasting Corp. (applicant for ch. 8 in Quad-City [Moline, Rockford, Rock Island, all Illinois, and Davenport, Iowa] area), becomes manager of WMBD-TV Peoria, Ill. In addition to new post, he continues to represent WMBD-TV as national sales representative. Mr. Wodlinger has been retained by WMBD-TV until FCC reaches final decision on the ch. 8 application.

Robert C. Buckley appointed production manager of KHAS-TV Hastings, Neb. Other appointments: **Mrs. Ardis Bequette,** program director; **John Parsons,** chief photographer.

Milton R. Neaman, assistant secretary and assistant general attorney in CBS corporate legal department, named director of facilities.

Dick Paul, formerly promotion director of WBRE-AM-FM-TV Wilkes-Barre-Scranton, Pa., named director of promotion, advertising and merchandising for Tidewater Teleradio (WAVY-AM-TV) Norfolk-Portsmouth-Newport News, Va., succeeding **Mike Schaffer.**

Dwight Case, William Hoftyzer and **Sam Posner** join KQBY San Francisco as account executives. Mr. Case formerly was general sales manager of KRAK Stockton-Sacramento, Calif. Mr. Hoftyzer was with KFRC San Francisco and Mr. Posner was general manager of KBAY-FM San Francisco.

Wally Rich appointed regional account executive in Denver office of Intermountain Network. He formerly was with KYSN Colorado Springs.

Janet Baker-Carr rejoins WXHR (FM) Boston. She formerly was music director of WBAI (FM) New York after having previously served as program director of WXHR in 1958.

Robert Dressler, production manager of WNBQ (TV) Chicago, promoted to production manager of station's new video tape department. **Stanley Brightwell,** film coordinator at WNBQ, succeeds Mr. Dressler.

Marvin Shapiro, announcer at WAKR-AM-FM-TV Akron, Ohio, promoted to promotional director.

Hugh Robinson, formerly operations manager of WHOO Orlando, to

NEWS ACCORDING TO DOYLE

For the first time in Oklahoma, Frank Doyle, a veteran of more than eighteen years of news broadcasting, presents a fast moving news, weather and sports summary. Not simply wire service copy, but a comprehensive analysis of the NEWS ACCORDING TO DOYLE, Monday through Friday, 10:00-10:15 P. M. Acceptance of program, acceptance of products, guaranteed!

KOCO-TV
abc CHANNEL 5
OKLAHOMA CITY
BLAIR TELEVISION ASSOCIATES
National Representatives

IN RADIO

Now, every KBIG minute is new... and more valuable! The big reason: 3 talented personalities who are adding new freshness, new vitality to radio selling. That's Joe Niagara (6-10 a.m.), Jim O'Leary (10 a.m.-2 p.m.), and Bob Gage (2-6 p.m.). KBIG never sounded better...and your advertising never had a better sales opportunity.

KBIG

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205

National Representative: Weed-Brown Radio Corp.

WMBR Jacksonville, both Florida, as promotion and production manager.

Olin Terry, formerly production manager of KFJZ-TV Fort Worth, to WJBK-TV Detroit as assistant program manager.

MR. KANNA

Ralph Kanna, personality at WHCT (TV) Hartford, Conn., promoted to program director. Mr. Kanna, broadcasting veteran of more than 20 years, previously was general manager of WMMW Meriden and WONS Hartford, both Connecticut.

Hugh E. Neeld, formerly on sales staff of KTBB Tyler, Tex., to KDOK, that city, as commercial manager.

John T. Whitaker, formerly in art department of WCAU-TV Philadelphia, named art director of WFBM-TV Indianapolis.

Donald Chapman, formerly of Adam Young, N.Y., joins WPIX (TV), that city, as account executive.

George L. Pierce, sales service assistant at KABC-TV Los Angeles, promoted to sales service manager.

John A. Garland, formerly with Scott Paper Co., N.Y., joins sales staff of Devney-O'Connell, station rep, N.Y.

Rex Miller, formerly account executive with WAKY Louisville, Ky., to similar position at KOMA Oklahoma City.

Robert B. Farrow, formerly account executive at KATZ St. Louis, to WICS (TV) Springfield, Ill., in similar capacity.

Dr. Malcolm Katz, associate professor of education at Union College, appointed research consultant for Mohawk-Hudson Council on Etv, Schenectady, N.Y. Responsibilities will be in addition to Dr. Katz's duties at Union.

Milestone

Wally Erickson, president of National Assn. of Television and Radio Farm Directors, and **S.D. Breitweiser,** president of DX Sunray Oil Co., will be special guests on 500th broadcast (Oct. 12) of *DX Farm Information Center* program. Broadcast three times weekly from 26 farm information centers in 16 marketing areas, the series features leading farm radio directors in interviews with prominent leaders in agriculture and allied fields. Agency for Sunray Oil is Potts-Woodbury, Kansas City.

Jay Jasper appointed news director of WCCM and WGHT-FM Lawrence, Mass., succeeding **Tony Lupo** who joins news department of WHDH-TV Boston.

Jack Deignan, formerly personality with WHEN Syracuse, N.Y., to WFBL, that city, as assistant news director.

Nate Freedman appointed mobile news reporter for WBZ Boston and WBZA Springfield.

Henry Clark, formerly with WAIK Patchogue, Long Island, to WEAV Plattsburgh, both New York, as staff announcer.

Jim Mortell, formerly air personality at WTTN Watertown, Wis., to WISN Milwaukee, as staff announcer.

Cops APRTA election ■ The Associated Press Radio & Television Assn. has returned **Daniel W. Kops** (third from l) of WAVZ New Haven, Conn., to office for his fourth term as president. Others on the slate elected Sept. 26 at the APRTA board's annual meeting: (l to r) **Irving Waugh,** WSM-TV Nashville, Tenn., vp for the southern district; **Carl Lee,** WKZO-TV Kalamazoo, Mich., central district vp; Mr. Kops; **Ken Nybo** of KBMY Billings, Mont., western vp; **Joseph M. Cleary,** WESB Bradford, Pa., eastern vp, and **Oliver S. Gramling** of the Associated Press, New York, re-elected secretary. **Robert Booth** of the Associated Press, not in the picture, was re-elected treasurer.

MR. RICE

Crawford Rice appointed director of programs, news and public affairs for WTVT (TV) Tampa-St. Petersburg, Fla., in revision of station's program and news departments which have been combined. Move is in line with station's heavy news and public affairs programming. **Joe Loughlin** becomes news director in reorganization.

Eddie Cary joins KXJB-TV Valley City, N.D., as announcer.

Ida Blackburn, host of *Romper Room* on KOCO-TV Oklahoma City, appointed host of station's new women's physical fitness show.

Ollie Raymand, formerly personality at KMOX St. Louis, joins WBBM Chicago.

Jack Palvino, formerly program director of WGVA Geneva, to WBBF Rochester, both New York, as air personality.

Programming

Max D. Pride appointed vp in charge of sales department of Fred A. Niles productions, Chicago, succeeding **Fred Foster.**

Peter A. Griffith, tv producer and account executive at Transfilm Caravel, N.Y., appointed vp.

Arthur Treffeisen, formerly of General Artists Corp., joins Mercury Artists Corp., N.Y., as vp in charge of program development, tv and motion picture activities.

Philip A. Williams III, formerly sales manager for United Artists Tv Inc., appointed director of sales for Traveletter Corp., Greenwich, Conn. (business forms).

Robert L. Meisner, Radio Tv Reports, N.Y., named supervisor of West Coast monitoring operations.

Philip McEneny, formerly unit manager of network shows and commercials at NBC-TV, joins Videotape Productions of New York (Videotape Center) as sales account executive.

George Mitchell appointed Seven Arts Associated southwest division manager with headquarters in Dallas. He formerly was with United Artists-TV.

Peter M. Robeck, formerly vp of Crosby/Brown Productions, has organized own syndication firm, with headquarters at 230 Park Ave., N.Y. He will handle distribution of *The Pioneers,* reruns of *Death Valley Days* programs owned by United States Borax & Chemical Co., formerly syndicated by Crosby/Brown.

Martin N. Leeds, executive vp and director of Desilu Productions Inc., Hollywood, resigns, following aftermath of split with Desi Arnaz, Desilu president.

Louis A. Novins, president of International Telemeter Corp., Division of Paramount Pictures Corp., elected vp of parent company.

Carl H. Lawton appointed sales representative for Magna Film Productions, Watertown, Mass. Previously, he had been film buyer for WBZ-TV Boston and KYW-TV Cleveland.

Equipment & Eng'ring

Cameron G. Pierce, president of Ling Electronics, Los Angeles, named to board of directors of Crestmont Consolidated Corp., San Marino, Calif. (electronics firm).

Ercell B. Harrison, sales manager of Peerless Electrical Products Div. of Altec Lansing Corp., Anaheim, Calif., appointed general manager of division. He will retain current responsibilities in addition to new duties.

W.W. Smith named chief of engineering development at Babcock Electronics Corp., Costa Mesa, Calif.

Norman P. Norlie, director and vp of sales at Wilber B. Driver Co., Newark, N.J., manufacturer of precision electrical equipment, retires after 31 years service. **Ernest W. Swift** named vp of sales and **Fred A. Locke** named director of sales engineering.

Jack Carter appointed manager of pre-contract engineering and marketing at Jansky & Bailey, Washington, D.C., electronic and communication firm.

Allied Fields

Laurence J. Jaffe, vp of Market Research Corp., N.Y., joins Audits Surveys Co., that city, as vp of new service development.

Robert Van Roo joins A.C. Nielsen Co., Chicago, as promotion director of Nielsen coverage service. He will be responsible for all promotional activities for firm's 1961 nationwide survey of circulation of radio and tv stations.

William H. Craig, formerly manager of employment at NBC, joins Katherine S. Falk, personnel agency, as personnel consultant in advertising and radio-tv.

International

Rick Hart, commentator for CBC-TV, Toronto, appointed newscaster of CFTO-TV, that city.

Ted M. Fielder, president and managing director of CFRS Simcoe, Ont., also assumes duties of national sales manager.

Deaths

MR. JASPERT

George H. Jaspert, 63, radio pioneer and president of WCCM and WGHJ-FM Lawrence, Mass., died Sept. 26 following long illness. Mr. Jaspert, in broadcasting for 38 years, was founder of Massachusetts Broadcasters Assn. and was manager of WBZ Boston and WBZA Springfield from 1922-1927.

Nat L. Cohen, 56, director of sales for WGR Buffalo, N.Y., died Sept. 28 of heart attack. Mr. Cohen had been associated with WGR organization since 1930 when he joined station as account executive.

Arthur H. Curtis, 32, account executive with Peters Griffin Woodward, Chicago, died Sept. 26 in automobile accident.

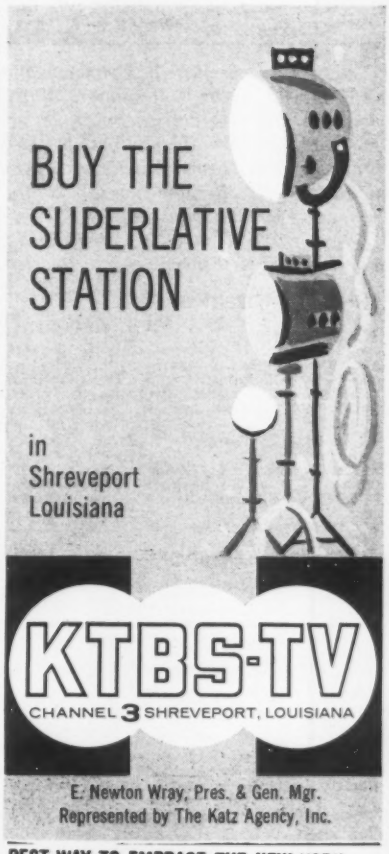
Joseph Horner Jr., 73, vp and general manager of Green Bay Newspaper Co., died Sept. 18 from effects of skull fracture suffered at his home. Green Bay Newspaper Co. owns WJPG Green Bay, Wis.

Fred de Jaager, 46, vp and recording engineer with Empire Broadcasting, N.Y., died Sept. 27, at St. Clare's Hospital, following coronary attack.

Harlow Wilcox, 60, retired NBC announcer, died Sept. 24 in Hollywood. Mr. Wilcox, long time announcer and newsman, was best known for his work on *Fibber McGee and Molly* show of which he was part for 16 years.

Maury Hamilton, 37, newsman and editorial research writer at KCBS San Francisco, died Sept. 21 of heart attack at home.

Harry C. Baker, 39, newscaster at KBIG Avalon (Catalina), Calif., died suddenly Sept. 21 during comedy "hog calling" contest in Los Angeles.


BUY THE SUPERLATIVE STATION
in Shreveport Louisiana
KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA
E. Newton Wray, Pres. & Gen. Mgr.
Represented by The Katz Agency, Inc.

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...
"LIB" it up!
When it comes to reaching the enormous Negro Community of greater New York, time buyers sum up their strategy in three little words: "LIB IT UP"
The reasons are simple. Whether you sell a LIBation or appeal to the LIBido only WLIB can do the effective job.
WLIB
Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.
EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live; T, video tape. All times EDT. Published first issue in each quarter

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., L; 10:30-11 *Look Up and Live*, sust., L.
NBC-TV No network service.

11 a.m.-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 No network service; 11:30-11:55 *Camera Three*, sust., F; 11:55-12 *News*, sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Matty's Funday Funnies*, Mattel, F; 12:30-1 *Rocky & His Friends*, part., F.
CBS-TV 12-12:55 *CBS Television Workshop*, sust., 12:55-1 No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 No network service.
CBS-TV No network service.
NBC-TV 1-1:15 *News*, sust., 1:15-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust.

2-5 p.m.

ABC-TV 2-2:30 *Championship Bridge*, North American Van Lines, Shwayder, F.; 2:30-to conclusion *American Football League*, part., L.
CBS-TV 2-conclusion *National League Football Games*, part., L.
NBC-TV 2-conclusion *Pro Football*, part., L.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies*, Mattel, F; 5:30-6 *Rocky & His Friends*, part, F.
CBS-TV 5-5:30 *Ted Mack and the Original Amateur Hour*, J. B. Williams, L; 5:30-6 *GE College Bowl*, Gen. Elec., L.
NBC-TV 5-5:30 *Celebrity Golf*, Kemper, F; 5:30-6 *Chet Huntley Reporting*, Photo Copy Equipment, Kemper, L.

SUNDAY EVENING

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7 *Walt Disney Presents*, part, F.
CBS-TV 6-6:30 *Face the Nation*, sust. L; (last playdate 11/6), starting 11/13—*Oh, Those Bells*, TBA. 6:30-7 *Twentieth Century*, Prudential, F.
NBC-TV 6-6:30 *Meet the Press*, sust., L.; 6:30-7 *People Are Funny*, E. R. Squibb, F.

7-8 p.m.

ABC-TV 7-7:30 *Walt Disney Presents*, cont.; 7:30-8 *Maverick*, Kaiser, Armour, Noxzema, R. J. Reynolds, Union Carbide, Derby, Brillo, F.
CBS-TV 7-7:30 *Lassie*, Campbell Soup, F; 7:30-8 *Dennis the Menace*, Best Foods, Kellogg, F.
NBC-TV *Shirley Temple*, RCA, Beechnut, T.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Whitehall, F.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak, L.
NBC-TV 8-8:30 *National Velvet*, Rexall, Gen. Mills, F.; 8:30-9 *Tab Hunter*, P. Lorillard, Westclox, F.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, P&G, Union Carbide, Liggett & Myers, F; 9:30-10 *The Islanders*, L&M, J.B. Williams, Warner-Lambert, United Motors, duPont, Brillo, F.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec., F; 9:30-10 *Jack Benny*, Lever, State Farm Mutual, F.
NBC-TV *Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *The Islanders*, cont.; 10:30-11 *Walter Winchell*, Hazel Bishop, L. (Starting Nov. 27—*Winston Churchill*)
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Myers, F; 10:30-11 *What's My Line*, Kellogg, Sunbeam, L.
NBC-TV 10-10:30 *Loretta Young Show*, Toni, Warner-Lambert, alt., F; 10:30-11 *This is Your Life*, Block Drug, L.

11-11:15 p.m.

ABC-TV No network service. (Starting 11/13—*Walter Winchell*, Hazel Bishop, L.)
CBS-TV *Sunday News Special*, Whitehall alt. with Carter, L.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part., T.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust., L; 8:15-9 *Captain Kangaroo*, part., L.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, cont.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *December Bride*, part., F; 10:30-11 *Video Village*, part., L.
NBC-TV 10-10:30 *Dough Re Mi*, part., L; 10:30-11 *Play Your Hunch*, part., L.

11 a.m.-noon

ABC-TV 11-11:30 *Morning Court*, part., L; 11:30-12 *Love That Bob*, part., F.
CBS-TV 11-11:30 *I Love Lucy*, part., F; 11:30-12 *Clear Horizon*, part., F.
NBC-TV 11-11:30 *The Price Is Right*, part., L; 11:30-12 *Concentration*, part., L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *The Texan*, part., F; 12:30-1 *Queen for a Day*, part., L.
CBS-TV 12-12:30 *Love of Life*, part., L; 12:30-12:45 *Search for Tomorrow*, P&G, L. 12:45-1 *Guiding Light*, P&G., L.
NBC-TV 12-12:30 *Truth or Consequences*, part., L; 12:30-1 *It Could Be You*, part., L.

1-2 p.m.

ABC-TV 1-1:30 *About Faces*, part., L; 1:30-2 No network service.
CBS-TV 1-1:05 *Network News*, sust., L; 1:05-1:30 No network service; 1:30-2 *As the World Turns*, part., L.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day In Court*, part., L; 2:30-3 *Road To Reality*, part., L.
CBS-TV 2-2:30 *Full Circle*, sust., L; 2:30-3 *Art Linkletter's House Party*, part., L.
NBC-TV 2-2:30 *Jan Murray Show*, part., L; 2:30-3 *Loretta Young Show*, part., F.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, part., L; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Millionaire*, part., F; 3:30-4 *The Verdict is Yours*, part., L.
NBC-TV 3-3:30 *Young Dr. Malone*, part., L; 3:30-4 *From These Roots*, part., L.

TV SPECIALS FOR OCTOBER, NOVEMBER & DECEMBER

Note: Subject to change.

ALL NETWORKS

Oct. 7: 7:30-8:30 p.m.
Face-to-Face (Kennedy-Nixon).
Oct. 13: 7:30-8:30 p.m.
Face-to-Face (Kennedy-Nixon).
Oct. 21: 10-11 p.m.
Face-to-Face (Kennedy-Nixon).

ABC-TV

Oct. 4: 7:30-8 p.m.
Pre-World Series Show, Union Carbide.
Oct. 5: 10-11 p.m.
Bing Crosby Show, Oldsmobile.
Oct. 6: 9:30-10:30 p.m.
Victor Borge Show, Pontiac.
Oct. 8: 8-8:30 p.m.
Campaign Roundup, sust.
Oct. 13: 10:30-11 p.m.
Close-up, Bell & Howell.
Oct. 15: 7-7:30 p.m.
Campaign Roundup, sust.
Oct. 20: 10:30-11 p.m.
Campaign Roundup, sust.
Oct. 27: 9:30-10:30 p.m.
Date with Debbie, Revlon.
Oct. 29: 7-7:30 p.m.
Campaign Roundup, sust.
Nov. 3: 10:30-11 p.m.
Close-up, Bell & Howell.
Nov. 6: 2:30-3 p.m.
Campaign Roundup, sust.
Nov. 7: 11 p.m.-12 midnight.
Republican Presidential Candidate Speech, Republican National Committee.
Nov. 8: 9 p.m. (tentative).
Election Coverage.
Nov. 14: 9:30-10:30 p.m.
John Wayne Show, Pontiac.
Nov. 24:
Football (Texas vs. Texas A&M—NCAA; New York vs. Dallas—AFL). various sponsors.
Nov. 25: 8-8:30 p.m.
Close-up, Bell & Howell.
Dec. 7: 10-11 p.m.
Close-up, Bell & Howell.
Dec. 9: 10:30-11 p.m.
Close-up, Bell & Howell.
Dec. 31: 11 p.m.-12:30 a.m.
Dick Clark's New Years Eve Party.
Jan. 2: 11:30 a.m.-1:45 p.m.
Tournament of Roses, Quaker Oats.

CBS-TV

Oct. 8: 8:30-9:30 p.m.
Just Polly and Me, Carling Brewing.
Oct. 9: 9-10 p.m.
Jackie Gleason Special, Speidel.
Oct. 16: 6-7 p.m.
National Automobile Show, Reynolds Metals.
Oct. 24: 8:30-9:30 p.m.
The Right Man, Travelers Insurance.
Oct. 26: 10-11 p.m.
Tomorrow, American Machine & Foundry Co.
Oct. 28 & 29: 7:30-8:30 p.m.
Family Classics, Breck, P&G.
Oct. 30: 8-9 p.m.
The Danny Kaye Show, Gen. Motors.
Nov. 8: Throughout evening.
Election Returns, Westinghouse.
Nov. 13: 9-10 p.m.
General Electric Special, Gen. Electric.
Nov. 16: 9:30-11 p.m.
DuPont Show of the Month, E.I. duPont.
Nov. 20: 10-11 p.m.
Harry Belafonte Special, Revlon.
Nov. 21: 9:30-10:30 p.m.
Tomorrow, American Machine & Foundry Co.
Nov. 30 & Dec. 1: 7:30-8:30 p.m.
Family Classics, Breck, P&G.
Dec. 11: 6-8 p.m.
The Wizard of Oz (in color), Benrus, Whitman.
Dec. 13: 8:30-10 p.m.
DuPont Show of the Month, E.I. duPont.

4-5 p.m.

ABC-TV *American Bandstand*, part., L.
CBS-TV 4-4:15 *The Brighter Day*, part., L; 4:15-4:30 *Secret Storm*, part., L; 4:30-5 *Edge of Night*, part., L.
NBC-TV 4-4:30 *Make Room For Daddy*, part., F; 4:30-5 *Here's Hollywood*, Hartz, Proc.-Silex, F.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 *Captain Gallant*, (Wed.); *Rocky & His Friends*, (Tues., Thurs.,); *Rin Tin Tin*, (Fri. & Mon.), Gen. Foods, Gen. Mills, F.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-7:15 No network service; 7:15-7:30 *News*, sust., L; 7-7:30 (Tues.) *Expedition*, Ralston-Purina, F.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part., 7-7:30 No network service.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley News*, Texaco, L; 7-7:30 No network service.

11:15-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, part., T.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, Union Carbide, P&G, Ralston, Bristol-Myers, R.J. Reynolds, A. C. Spark Plug, Peter Paul, Dow, F.
CBS-TV *To Tell the Truth*, American Home, Helene Curtis, L.
NBC-TV 7:30-8:30 *Riverboat*, Gold Seal, Mogen-David Wine, Simoniz, E. I. duPont, Readers' Digest, Block Drug, P&G, Warner-Lambert, Norwich Pharmacal, Studebaker, R. J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9:30 *Surfside 6*, Brown & Williamson, Whitehall, Johnson & Johnson, Pontiac, Cluett-Peabody, F.
CBS-TV 8-8:30 *Pete & Gladys*, Goodyear, Carnation, F; 8:30-9 *Bringing Up Buddy*, Scott, F.
NBC-TV 8-8:30 *Riverboat*, cont.; 8:30-9 *Wells Fargo*, American Tobacco and sust., F.

9-10 p.m.

ABC-TV 9-9:30 *Surfside 6*, cont.; 9:30-10 *Adventures in Paradise*, Cluett-Peabody, Whitehall, J. B. Williams, duPont, Noxema, Dow, L&M, F.
CBS-TV 9-9:30 *Danny Thomas*, Gen. Food, F; 9:30-10 *Andy Griffith Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Klondike*, R. J. Reynolds, and sust., F; 9:30-10 *Dante*, Alberto-Culver, Singer Sewing Machines, F.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont.; 10:30-11 *Peter Gunn*, Bristol-Myers, R. J. Reynolds, F.
CBS-TV 10-10:30 *Hennesey*, Gen. Foods, P. Lorillard, F.; 10:30-11 *Face the Nation*, Esquire, Schick, L.
NBC-TV 10-10:30 *Barbara Stanwyck Theatre*, Alberto-Culver, Amer. Gas Assn., F.; 10:30-11 *Jackpot Bowling*, Bayuk cigars, Brunswick-Balke.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, Gen. Foods, F.
CBS-TV No network service.
NBC-TV 7:30-8:30 *Laramie*, Pittsburgh Plate Glass, Prestone, Dow, Beechnut, Pan Amer. Coffee, Brown & Williamson, Simoniz, Colgate, F.

8-9 p.m.

ABC-TV 8-8:30 *Rifleman*, P&G, F.; 8:30-9 *Wyatt Earp*, P&G, Gen. Mills, F.
CBS-TV 8-8:30 *Father Knows Best*, Kellogg, Scott, Bristol-Myers, F.; 8:30-9 *Dobie Gills*, Pillsbury, Philip Morris, F.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury, F.

9-10 p.m.

ABC-TV *Stagecoach West*, Brown & Williamson, United Motor Service, Miles, Ralston, Gen. Foods, F.
CBS-TV 9-9:30 *Tom Ewell Show*, Quaker Oats, P&G, F.; 9:30-10 *Red Skelton*, Pet Milk S. C. Johnson, L.
NBC-TV *Thriller*, All-State, Sterling Drug, American Tobacco, duPont, Beechnut, F.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Alcoa, F.; 10:30-11 No network service.
CBS-TV *Garry Moore Show*, Polaroid, S.C. Johnson, Plymouth, L.
NBC-TV "Specials," part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Hong Kong*, Armour, Kaiser, Ritchie, Derby, F.
CBS-TV 7:30-8:30 *Aquanauts*, Carter, Lorillard, Vicks, Kellogg, Procter & Gamble, General Foods, F.
NBC-TV 7:30-8:30 *Wagon Train*, R.J. Reynolds, Ford, National Biscuit, F.

8-9 p.m.

ABC-TV 8-8:30 *Hong Kong*, cont.; 8:30-9 *Adventures of the Nelsons*, Eastman Kodak, Coca-Cola. F.
CBS-TV 8-8:30 *Aquanauts*, cont.; 8:30-9 *Wanted Dead or Alive*, Brown & Williamson, Kimberly-Clark, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *Price Is Right*, Lever, Speidel, F.

9-10 p.m.

ABC-TV 9-10 *Hawaiian Eye*, Whitehall, American Chicle, Ritchie, Carter, Oldsmobile, F.
CBS-TV 9-9:30 *My Sister Eileen*, Colgate-Palmolive, F.; 9:30-10 *I've Got a Secret*, R.J. Reynolds, Bristol-Myers, L.
NBC-TV 9-10 *Perry Como Show*, Kraft, L.

10-11 p.m.

ABC-TV *Naked City*, duPont, A.C. Spark Plug, Brown & Williamson, Bristol-Myers, Shwayder, Sunbeam, Dow, Derby, F.
CBS-TV *U.S. Steel Hour & Circle Theatre*, U.S. Steel, Armstrong, L.
NBC-TV 10-10:30 *Peter Loves Mary*, P&G, F.; 10:30-11 Open.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Guestward Ho.*, Ralston, Seven-Up,. F.
CBS-TV 7:30-8:30 *Witness*, R.J. Reynolds, Helene Curtis, Esquire, Schick, L.
NBC-TV 7:30-8:30 *Outlaws*, duPont, Warner-Lambert, Mogen-David Wine, Simoniz, Beechnut Life Savers, Ford, Colgate, Studebaker, Pan American Coffee, Gold Seal, Brown & Williamson, F.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Johnson & Johnson, Campbell Soup, F.; 8:30-9 *Real McCoys*, P&G, F.
CBS-TV 8-8:30 *Witness*, cont.; 8:30-9 *Zane Grey*, S. C. Johnson, P. Lorillard, F.
NBC-TV 8-8:30 *Outlaws*, cont.; 8:30-9 *Bat Masterson*, Sealtest, Hills Bros. F.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet, F; 9:30-10:30 *The Untouchables*, L&M, Armour, Whitehall, Ritcher, Union Carbide, Sunbeam, F.
CBS-TV 9-9:30 *Angel*, S.C. Johnson, General Foods, F; 9:30-10 *Ann Sothern*, S.C. Johnson, Gen. Foods, F.
NBC-TV 9-9:30 *Bachelor Father*, American, Tobacco, Whitehall, F, 9:30-10 *The Ford Show*, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Take A Good Look*, Dutch Master, L.
CBS-TV 10-10:30 *Person to Person*, Esquire, Polaroid, Lanvin, Prestone, Lanolin Plus, Burlington Mills, part.; 10:30-11 *June Allyson*, duPont. F.
NBC-TV 10-10:30 *Groucho Marx*, Lorillard, Toni F.; 10:30 *Lawless Years*, Culver, F.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Matty's Funday Funnies*, Mattel, F.
CBS-TV 7:30-8:30 *Rawhide*, Nabisco, Parlia-

Dec. 17: Sat. afternoon to concl.
Blue Bonnet Bowl Game, Liggett & Myers and part.
Dec. 25: 5-6 p.m.
Leonard Bernstein and the New York Philharmonic, Ford Motor Co.
Dec. 31: Sat. afternoon to concl.
Gator Bowl Game, Liggett & Myers and part.
Jan. 1: Sat. afternoon to concl.
Cotton Bowl Game, Liggett & Myers and part.
Orange Bowl Game, Liggett & Myers and part.

NBC-TV

Oct. 3: 8:30-9:30 p.m.
Bob Hope Show, Buick.
Oct. 4: 10-11 p.m.
Rivak, The Barbarian, sust.
Oct. 7: 9-10 p.m.
Eleanor Roosevelt's Diamond Jubilee Plus One!, Cancer Foundation.
Oct. 11: 10-11 p.m.
The Donald O'Connor Show, Brewers Foundation.
Oct. 18: 10-11 p.m.
Hour of Great Mysteries, Dow Chemical.
Oct. 21: 7:30-8:30 p.m.
Our American Heritage, Equitable Life.
Oct. 21: 9-10 p.m.
All-Star Circus, Timex.
Oct. 22: 8:30-9:30 p.m.
Bob Hope Show, Buick.
Oct. 24: 9:30-11 p.m.
Hall of Fame, Hallmark.
Oct. 25: 10-11 p.m.
John Brown's Raid, Purex.
Nov. 1: 10-11 p.m.
Dean Martin, Speidel.
Nov. 4: 9-10 p.m.
O'Conner's Ocean, TBA.
Nov. 8:
Election Returns, TBA.
Nov. 13: 5-6 p.m.
Omnibus, Aluminium Ltd.
Nov. 14: 7:30-8:30 p.m.
Story of a Family, Ocean Spray.
Nov. 15: 10-11 p.m.
Hour of Great Mysteries, Dow Chemical.
Nov. 16: 9-10 p.m.
Bob Hope Show, Buick.
Nov. 17: 7:30-8:30 p.m.
Wonderland on Ice, Top Value Enterprises.
Nov. 18: 9-10 p.m.
Dave Garroway, Elgin, Elec. Auto-Lite, American Luggage, Berkshire Hosiery.
Nov. 20: 6-8 p.m.
Hall of Fame, Hallmark.
Nov. 22: 10-11 p.m.
Project 20, Purex.
Nov. 24: 10-11 a.m.
Thanksgiving Day Circus, TBA.
Nov. 24: 11-12 noon
Thanksgiving Day Parade, Lionel & Ideal Toy.
Nov. 29: 10-11 p.m.
NBC White Paper, Timex and sust.
Dec. 2: 9-10 p.m.
Our American Heritage, Equitable.
Dec. 4: 10-11 p.m.
Child Guidance, Child Guidance Foundation.
Dec. 6: 10-11 p.m.
Some Comic Relief, Lanvin.
Dec. 8: 7:30-9:30 p.m.
Peter Pan, Revlon.
Dec. 11: 5-6 p.m.
Omnibus, Aluminium Ltd.
Dec. 12: 9:30-10:30 p.m.
Bob Hope Show, Buick.
Dec. 13: 10-11 p.m.
Hour of Great Mysteries, Dow Chemical.
Dec. 16: 9-10 p.m.
Hall of Fame, Hallmark.
Dec. 20: 10-11 p.m.
NBC White Paper, Timex and sust.
Dec. 21: 8:30-9 p.m.
Project 20, U.S. Steel.
Dec. 25: 4-5 p.m.
Amahl and the Night Visitors, TBA.
Dec. 27: 10-11 p.m.
The Renegade, TBA.
Dec. 29: 9:30-11 p.m.
Project 20, P&G.
Dec. 30: 9-10 p.m.
Year End Roundup, TBA.
Jan. 1: 3-5 p.m.
Deseret, TBA.
Jan. 1: 5-6 p.m.
Omnibus, Aluminium.
Jan. 2: 11:30 a.m.-1:45 p.m.
Tournament of Roses Parade, Minute Maid.

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ment, Gen. Foods, Drackett, Bristol-Myers, F.
NBC-TV 7:30-8:30 *Dan Raven*, Prestone, Dow, Mentholatum, and sust., Mogen-David Wine, Simoniz, Beechnut Life Savers, Studebaker, Brown & Williamson, F.

8-9 p.m.

ABC-TV 8-8:30 *Harrigan & Son*, Reynolds Metals, F.; 8:30-9 *Flintstones*, Miles, R.J. Reynolds, F.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66* Philip Morris, Sterling Drug, Chevrolet, F.
NBC-TV 8-8:30 *Dan Raven*, cont.; 8:30-9 *Lone Westerner*, Warner-Lambert, Simoniz, Beechnut Life Savers, Mogen-David Wine, F.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Ritchie, R.J. Reynolds, F.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Mr. Garland*, L&M, Plymouth, F.
NBC-TV *AT&T Specials*, AT&T, F.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor in the Detectives*, P&G, F.; 10:30-11 *Law & Mr. Jones*, P&G, and sust., F.
CBS-TV 10:10:30 *Twilight Zone*, Gen. Foods, Colgate-Palmolive, L. 10:30-11 *Eyewitness to History*, Firestone, L. T. & F.
NBC-TV *Michael Shayne*, Pittsburgh Plate Glass, Oldsmobile, duPont, Beechnut Life Savers, F.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-11 *Captain Kangaroo*, part L.
NBC-TV 10-10:30 *Shari Lewis Show*, National Biscuit, L; 10:30-11 *King Leonardo and His Short Subjects*, Gen. Mills, alt. wks, F.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 *Magic Land of Allakazam*, Kellogg, F; 11:30-12 *Mighty Mouse*, Colgate, F.
NBC-TV 11-11:30 *Fury*, Miles, alt. F; 11:30-12 *Lone Ranger*, Gen. Mills, Beechnut Life Savers, F.

Noon-1 p.m.

ABC-TV 12-12:30 *Lunch With Soupy Sales*, Gen. Foods, L.; 12:30-1 No network service.
CBS-TV 12-12:30 *Sky King*, Nabisco, F.; 12:30-1 *Saturday News*, sust., L.
NBC-TV 12-12:30 *My True Story*, Glenbrook, F; 12:30-1 *Detective's Diary*, Glenbrook F.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1-1:30 *Mr. Wizard*, sust.; 1:30-2 No network service.

2-5 p.m.

ABC-TV 2-2:15 *College Football Kickoff*, Union Carbide, Willard Batteries, L.; 2:15-4:45 *NCAA Football Games*, part., L.; 4:45-5 *College Football Scoreboard*, Bristol-Myers, Gen. Mills, L.
CBS-TV *Network Sports Schedule*, TBA., L.
NBC-TV *NBA Basketball*, part., L.

5-7:30 p.m.

ABC-TV *Football*, cont. and no network service.
CBS-TV *Sports*, cont. and no network service.
NBC-TV *Basketball*, cont. and no network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Roaring Twenties*, Warner-Lambert, duPont, Ritchie, Colgate, Amer. Chicle, Derby, Carters, Burlington Mills, Brillo, F.
CBS-TV 7:30-8:30 *Perry Mason*, Parliament, Colgate-Palmolive, Sterling Drug, Dracket, L.
NBC-TV 7:30-8:30 *Bonanza*, Amer. Tobacco, RCA, F.

8-9 p.m.

ABC-TV 8-8:30 *Roaring Twenties*, cont.; 8:30-9 *Leave It to Beaver*, Ralston, Gen. Elec., F.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Checkmate*, Brown & Williamson, Lever, Kimberly-Clark, F.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Tall Man*, R.J. Reynolds, Beechnut, F.

9-10 p.m.

ABC-TV *Lawrence Welk*, Dodge, J.B. Williams, L.
CBS-TV 9-9:30 *Checkmate*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9:9:30 *Deputy*, Gen. Cigar, Polaroid, F.; 9:30-10:30 *The Nation's Future*, sust., L.

10-11 p.m.

ABC-TV 10-10:45 *Fight of the Week*, Gillette, Miles, L.; 10:45-11 *Make That Spare*, Brown & Williamson, F.
CBS-TV 10-10:30 *Gunsmoke*, L&M, Remington Rand, F.; 10:30-11 No network service.
NBC-TV 10-10:30 *The Nation's Future*, cont.; 10:30-11 No network service.

INTERNATIONAL

CBC-TV TO MAKE IT ALL LEGAL

Network and affiliates to sign contracts

Representatives of 46 English and French-language Canadian independent television stations will sign a network agreement with the Canadian Broadcasting Corp. by the end of 1960. The network affiliation agreement will set down details of the verbal agreements established over the past seven years. With a second television network being planned in Canada, a signed agreement was termed necessary at a meeting of the CBC and its affiliates held in mid-September at Ottawa, Ont.

The meeting decided to establish a joint advisory committee of 15 members to make recommendations to the CBC on matters of mutual interest, including network schedules and commercial requirements.

CBC and its affiliates will present the first of a series of annual awards in the spring of 1962 for programs and personalities on both the English and French-language networks.

New tv station

CKPG Prince George, B.C., has been recommended for a television license in this mountainous area on Canada's west coast on ch. 3 with 210 video and 114 audio. The Canadian Board of Broadcast Governors originally recommended

CKPG for the license on May 24 but on July 5 recommended deferment of the license pending further study of the area's broadcasting needs. On Sept. 9, the BBG announced that following its study CKPG had indicated the possibility of establishing satellite television stations in the area to give service to adjacent communities. CKPG will conduct tests to determine the economic and technical feasibility of satellite services.

Italian tv in New York

The first foreign office of RAI (Radiotelevisione Italiana) opened Sept. 15 in New York. In from Rome to officially inaugurate the new operation, located at 717 Fifth Ave., were Marcello Rodino, RAI president, and Rodolfo Arata, general manager. Giorgio E. Padaovano, executive vice president of RAI Corp. and its representative in North America, is in charge of the office, which was established for the purpose of exchanging programs, ideas, talent, technical facilities and information between RAI and radio and tv of the U.S. and Canada. Emphasis will be on cooperative exchange of educational, cultural and public affairs programs. RAI expects to have a second channel opened in Italy in the fall of 1961. Messrs. Rodino and Arata are scheduled to return to Rome Sept. 30.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

September 22 through September 28. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

ACTION BY FCC

Southwest Tex. Educational Television Council, San Antonio, Tex.—Waived principal city signal requirements of sec. 3.685 (a) of rules and granted cp for new noncommercial educational tv station to operate on ch. *9; ERP 25 dbk (316 kw) vis. and 22 dbk (158 kw) aur.; ant. height 970 ft. Ann. Sept. 28.

TV TRANSLATORS

Likely Tv Club, Likely, Calif.—Granted application for new tv translator station on ch. 77 to translate programs of KOLO-TV (ch. 8) Reno, Nev. Ann. Sept. 28.

Columbia Gorge Tv Inc., Hood River, Ore.—Granted application for new tv translator station on ch. 74 to translate programs of KGW-TV (ch. 8) Portland. Ann. Sept. 28.

CL&O Translator System Inc., Canadian, Follett, Tex.—Granted applications for four new tv translator stations on ch. 70 and 74 to serve Canadian and Higgins and ch. 72 and 76 to serve Booker, Darrouzett and Follett by translating programs of Amarillo stations KGNC-TV (ch. 4) and KVII-TV (ch. 7). Ann. Sept. 28.

Kittitas Valley Tv Assn. Inc., Ellensburg, Wash.—Granted application for new tv translator station on ch. 81 to serve Ellensburg and Kittitas Valley by translating programs of KNDO (ch. 23), Yakima. Ann. Sept. 28.

New Am Stations

APPLICATION

Houma, La.—Gulf South Bcstrs. Inc., 1010 kc, 1 kw D. P.O. address 501 Buena Vista Blvd. Estimated construction cost $26,400, first year operating cost $30,000, revenue $40,000. Principals include **Paul H.** and **Thomas A. DeClouet** 25% each, **Peter G. Bourgeois Jr.,** 20%, and **James L. Landry** and **Louis R. DuTriel,** 15%. Messrs. DeClouet have interests in KLFY-TV Lafayette, KVPI Ville Platte, and KEUN Eunice, all Louisiana. Mr. Bourgeois is employe of liquor company. Mr. Landry is employe of warehouse company. Mr. DuTriel is student. Ann. Sept. 28.

Existing Am Stations

ACTIONS BY FCC

KVRH Salida, Colo.—Granted mod. of license (1340 kc, 250 w) to change from unl. to specified hours of operation. Ann. Sept. 26.

WAVZ New Haven, Conn.—Is being advised that application for renewal of license indicates necessity of hearing on program issues. Comrs. Hyde, Craven and King dissented. Ann. Sept. 28.

WMFD Wilmington, N.C.—Designated for hearing application to increase daytime power from 1 kw to 5 kw, continuing operation on 630 kc, 1 kw-N, DA-2. Ann. Sept. 28.

KTOD Sinton, Tex.—Granted mod. of permit (1590 kc, 500 w-N, 1 kw-LS, DA-2) to change nighttime array; engineering conditions. Station is licensed on 1590 kc, 1 kw, DA, D. Ann. Sept. 28.

KORD Pasco, Wash.—Is being advised that application for renewal of license indicates necessity of hearing on program issues. Comrs. Hyde, Craven and King dissented. Ann. Sept. 28.

APPLICATIONS

KONG Visalia, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Sept. 22.

KSYC Yreka, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Sept. 22.

WMYR Ft. Myers, Fla.—Cp to increase the nighttime power from 500 w to 5 kw and make changes in DA system. (1410 kc). Ann. Sept. 27.

WBIL Leesburg, Fla.—Cp to increase power from 1 kw to 5 kw and install new trans. (1410 kc). Ann. Sept. 23.

WPRP Ponce, P.R.—Cp to decrease nighttime power from 5 kw to 500 w, change from DA-N to non-DA, change studio and ant.-trans. location. Ann. Sept. 27.

KEEE Nacogdoches, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Sept. 22.

New Fm Stations

ACTIONS BY FCC

Wilson, N.C.—Wilson Radio Co. Granted 106.1 mc, 25 kw. P.O. address WVOT Wilson, N.C. Estimated construction cost $20,084, first year operating cost $7,500, revenue $10,000. Applicant will duplicate WVOT Wilson. Ann. Sept. 28.

Houston, Tex.—Walter D. Caldwell, granted 105.7 mc, 1.94 kw. P.O. address 408 Amarillo Bldg., Amarillo, Tex. Estimated construction cost $16,372, first year operating cost $36,000, revenue $45,000. Applicant is independent gas and oil operator. Ann. Sept. 28.

Pampa, Tex—Coy C. Palmer, granted 100.3 mc, 3 kw. P.O. address 2117 North Russell, Pampa, Tex. Estimated construction cost $16,375, first year operating cost $20,000, revenue $32,000. Applicant is 50% owner of KPDN Pampa, Tex. Ann. Sept. 28.

Plainview, Tex.—KVOP Inc. Granted 97.3 mc, 3 kw. P.O. address Box 1071. Estimated construction cost $16,204, first year operating cost $12,000, revenue $12,000. Applicant fm will duplicate KVOP Plainview, Tex. Ann. Sept. 28.

APPLICATIONS

Birmingham, Ala.—Chapman Radio & Tv Co., 96.5 mc, 55.44 kw. Ant. height above average terrain 584.6 ft. P.O. address 725 S. 22nd St. Estimated construction cost $18,695, first year operating cost $12,000, revenue $24,000. Principals include **William and George Chapman,** equal partners, who own WCRT Birmingham. Ann. Sept. 21.

Waterbury, Conn.—WWCO Inc., 102.1 mc 20 kw. Ant. height above average terrain 95 ft. P.O. address % Herbert Bloomberg, 65 Bank St. Estimated construction cost $16,600, first year operating cost $5,000, revenue $5,000. Principals include **Herbert Bloomberg,** 72.64%, and **Ruth R. Goddard,** 27.36% owners of WWCO Waterbury. Ann. Sept. 27.

Cadillac, Mich.—Fetzer Bcstg. Co., 92.9 mc, 100 kw. Ant. height above average terrain 895 ft. P.O. address 417 N. Mitchell St. Estimated constructon cost $3,500. operating cost absorbed by WWTV (TV) Cadillac. Applicant is **Fetzer Bcstg. Co.,** headed by **John E. Fetzer,** president. licensee of WWTV (TV) Cadillac, WKZO-AM-TV Kalamazoo, WJEF-AM-FM Grand Rapids all Michigan, and KOLN-TV Lincoln, Neb. Ann. Sept. 28.

Ownership Changes

ACTIONS BY FCC

KTKT Tucson, Ariz.—Granted transfer of control from **Thomas J.** and **Angie M. Wallace** and **House Party Productions Inc.,** to Leland Bisbee Bcstg. Co. (KRUX Glendale) Involves sale of Wallaces' 50% interest to House Party for $190,000, and latter to trans-

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fer all stock to Leland Bisbee for $410,000. Ann. Sept. 28.

KXXI Golden, Colo.—Granted assignment of license to **George I. Norman Jr.**, and **Philip B. Rosenthal**, d/b as **Norman Bcstg.**; consideration $25,000 and assumption of obligations not to exceed $45,000. Ann. Sept. 28.

WAFM (FM) Miami, Fla.—Granted assignment of license and SCA to **WKAT Inc.** (am station WKAT Miami); consideration $25,000. Ann. Sept. 28.

WFPM Fort Valley, Ga.—Granted assignment of license to **Rocket Radio Inc.** (**Elizabeth S. Williams, W.C. Woodall Jr.**, and **R.G. Dozier**); consideration $65,000. Messrs. Woodall and Dozier have interest in WGRA Cairo, Ga., and Mr. Woodall has interest also in WDWD Dawson; WGSW Greenwood, S.C., and WBBK Blakely, Ga. Ann. Sept. 28.

KYTE Pocatello, Idaho—Granted acquisition of positive control by **Francis J. Riordan** (now 40% owner) through purchase of **Thomas R. Becker's** 40% interest for $25,000. Ann. Sept. 28.

WORL Boston, Mass.—Granted transfer of control from **Joseph A. Dunn, Chester A. Dolan Jr.**, and **Marie F. Gately** to **Edward M. Gallagher Jr., James E.** and **Francis P. Mutrie**; consideration $45,000 for 55.38% interest. Ann. Sept. 28.

WOWE Allegan, Mich.—Granted transfer of control from **Lewis E. Groh**, et al., to **John F. Wismer** and **Harmon L. Stevens** (WHLS-AM-TV Port Huron, WLAV-AM-FM Grand Rapids, and WLEW Bad Axe); consideration $16,000 including agreement not to compete for 10 years within 50 miles radius and other considerations. Ann. Sept. 28.

KAGO Klamath Falls, Ore.—Granted transfer of control to **Klamath Bcstg. Co.** (**A.J. Frisik**, president, has interest in KNGS Hanford, KFIV Modesto, and KFAX San Francisco, all California); consideration $202,000. Ann. Sept. 28.

KPLT, Paris, Tex.—Granted transfer of control from **Ron. C., Margaret** and **Mrs. Edward L. Litteral** to **Clifford B. Marshall**; consideration $74,459. Ann. Sept. 28.

WCHS-TV Charleston, W.Va.—Granted (1) renewal of licenses and (2) assignment of licenses to **G-B-T Inc.**; consideration $2,598,000 and **John D. Gelder** and **H.D. Battle**, vice president and president respectively, of assignors, to be employed in executive capacity and consultant, respectively, for 2 years at combined annual salary of $46,200 and other contract provisions. Comr. Bartley dissented. Assignee is wholly owned by **Rollins Bcstg. Inc.**, licensee of 6 am and 2 tv stations—WAMS Wilmington, and WJWL Georgetown, both Delaware; WNJR Newark, N.J.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WBEE Harvey, Ill.; WPTZ (TV) North Pole, N.Y., and WEAR (TV) Pensacola, Fla. Ann. Sept. 28.

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APPLICATIONS

KCCK Garden Grove, Calif.—Seeks assignment of cp from **Harold Lampel** sole owner, to **Jeannette B. Banoczi** for $3,163. Miss Banoczi owns music company. Ann. Sept. 22.

WPAP Fernandina Beach, Fla.—Seeks assignment of license from **Rowland Radio Inc.** to **Denver T. Brannen**, sole owner, for $31,800. Mr. Brannen owns KCIL Houma, La., and has interests in WDLP Panama City and WCOA Pensacola, both Florida. Ann. Sept. 23.

WGTA Summerville, Ga.—Seeks involuntary assignment of license from **Tri-State Bcstg. Co.** to **J. Bradley Haynes**, temporary receiver appointed by courts pending outcome of law suit between owners and equal partners, **E.C. Pesterfield** and **W.B. Farras**. No financial consideration involved in assignment. Ann. Sept. 28.

KBLR Goodland, Kan.—Seeks assignment of license from **Max Jones**, trustee in bankruptcy, to **KFBI Inc.** for $50,000. KFBI Inc. owns KAYS Hayes, Kan. Ann. Sept. 28.

KBLR-TV Goodland, Kan.—Seeks assignment of license from **Max Jones**, trustee in bankruptcy, to **Standard Electronic Corp.** for unpaid equipment debt amounting to $200,000 plus $275 monthly for lease of trans. building. Standard, headed by **R.F. Kelley**, president, is subsidiary of Dynamic Corp. of America. Ann. Sept. 22.

WLOC Munfordville, Ky.—Seeks transfer of control of **South Central Kentucky Bcstg. Co.** from **H. T. Parrott & Assoc.** to **Maher Speevack & Assoc.** for $49,573. Sale involves 63.5% change of stock from one group of individuals to another group of individuals. Mr. Speevack is vice president of South Central Kentucky Bcstg. Co. Ann. Sept. 28.

KXLO Lewistown, Mont.—Seeks transfer of control of **KXLO Bcstg. Inc.** from **Marlin Obie**, 51%, **Leroy L. Tappe**, 29%, and **David L. Sather**, 20%, to **David L. Sather**, 71%, and **Leroy L. Tappe**, 29%, for $28,000. Mr. Sather proposes selling 37⅓% of his holdings to **William J. Yaeger** and **Lewis G. Boucher**, both employes of KXLO. Ann. Sept. 22.

H&R Electronics Inc., Greenville, N.C.—Seeks transfer of control of cp from **Philip** and **Elizabeth Hedrick**, 50%, and **Wilbur B. Reisenweaver**, 49%, and others, to **Wilbur B. Reisenweaver**, 99%, and others, for $1,150. Mr. Reisenweaver is licensee of WPEG Winston-Salem, N.C. Ann. Sept. 27.

WEYE Sanford, N.C.—Seeks assignment of license from **WEYE Inc.** to **Gale P. Lewis**, sole owner, for $75,000. Mr. Lewis, employe of WTVD (TV) Durham, N.C., has interest in WFVG Fuquay Springs, N.C. Ann. Sept. 27.

WHHM Memphis, Tenn.—Seeks assignment of license from **Thomas W. Shipp** to **Mercury Bcstg. Inc.** for $225,000. Principals include **William H. Grumbles**, 51%, and **Marie G. Cobb**, 49%. Mr. Grumbles is vice president of RKO General. Ann. Sept. 27.

KFYN Bonham, Tex.—Seeks assignment of license from **Charles L. Cain** to **Bon-Tex Radio** for $75,000. Principals include **Cyril W. Reddoch**, 50⅔% **Ralph L. Hooks** 33⅓%, **C. Winsett Reddoch**, 16%. Messrs. Reddoch and Hooks own KREH Oakdale, La. Messrs. Cyril Reddoch and Hooks own KSTV (TV) Stephenville, Tex. Mr. Cyril Reddoch also has interest in KDLA DeRidder, La. Ann. Sept. 28.

WEER Warrenton, Va.—Seeks transfer of control from **Laurens M. Hamilton** 38%, **Francis Lambert**, 33⅓%, and **Thomas H. Strothman**, 28⅔%, to **Laurens M. Hamilton**, 66⅔%, and **Francis Lambert** 33⅓% by exercise of stock option held by Mr. Hamilton. Ann. Sept. 27.

Hearing Cases

FINAL DECISION

■ By memorandum opinion and order, commission, on petition by WCPC Bcstg. Co., removed from consolidated proceeding and granted its application to change facilities of WCPC Houston, Miss., from 1320 kc, 5 kw, D, to 940 kc, 10 kw, DA-D. Ann. Sept. 28.

■ By memorandum opinion and order, commission denied petition by Sayger Bcstg. Co., Tiffin, Ohio, for review of examiner's grant to Mairite Bcstg. Co., Norwalk, Ohio, to amend dimensions of proposed ground screen in its am application. Ann. Sept. 28.

■ By memorandum opinion and order, commission denied petiton by Atlantic City Bcstg. Co. (WLDB) Atlantic City, N.J., for waiver of rules to permit consolidation of its application to increase daytime power (1490 kc) in proceeding in dockets. Ann. Sept. 28.

■ By order, commission made effective immediately Aug. 15 initial decision and granted application of Robert Burdette & Assoc. Inc., for new am station to operate on 900 kc, 250 w, D, DA, in West Covina, Calif.; dismissed for failure to prosecute application of Southland Communications Co. for new station in Anaheim. Comr. King dissented with statement. Ann. Sept. 28.

■ By memorandum opinion and order, commission (1) granted motion by Telegraph Herald (KDTH) Dubuque, Iowa, to dismiss it protest and petition for reconsideration, (2) terminated protest proceeding and (3) made effective upon release of instant memorandum opinion an April 22, 1959 grant (which had been postponed pending hearing) of application of Laird Bcstg. Co. for new am station (KHAK) to operate on 1360 kw, 1 kw, D, in Cedar Falls, Iowa. Ann. Sept. 28.

■ By memorandum opinion and order, commission denied petition by WJMJ Bcstg. Corp. for reconsideration of May 11 decision which granted application of Young People's Church of Air Inc., for new class B fm station to operate on 104.5 mc in Philadelphia, Pa., and which denied competing application of WJMJ. Comr. Lee (with statement) and Craven dissented. Comrs. Bartley and King not participating. Ann. Sept. 28.

INITIAL DECISION

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of Laramie Bcstrs. for new am station in Laramie, Wyo., to operate on 1490 kc, 100 w, U, and Boulder Radio KBOL Inc., to increase daytime power of station KBOL Boulder, Colo., from 250 w to 1 kw, continuing operation on 1490 kc, 250 w-N. Ann. Sept. 28.

OTHER ACTIONS

■ Commission designated for sec. 309 hearing *en banc*, starting Oct. 24 and continuing through Oct. 28 as may be necessary, application of Hartford Phonevision Co. (subsidiary of RKO General Inc.) for authority to conduct trial subscription tv operation over its station WHCT (TV) Hartford, Conn. (See story this issue.) Ann. Sept. 28.

■ Granted licenses for following tv translator stations: K70A0, Boise City, Okla.; K74AB, K77AE, Jefferson County Tv Inc., Madras, Ore. Ann. Sept. 28.

■ By memorandum opinion and order, commission, on joint petition by applicants in group 3, severed their applications from Oroville, Calif., consolidated proceeding, and retained them and parties respondent in separate hearing to resolve their designated issues. Severed applications are: Finley Bcstg. Co. (KSRO) Santa Rosa; Western States Radio (KIST) Santa Barbara; Sweetheart of San Luis Obispo Inc. (KATY) San Luis Obispo; KOMY Inc., Watsonville, and McMahan Bcstg. Co. (KMAK) Fresno. Comr. King not participating. Ann. Sept. 28.

■ By memorandum opinion and order, commission granted motions by Brandywine Bcstg. Corp., Media, Pa., and RKO General Inc. (WOR) New York, N.Y., to extent of enlarging issues to include overlap and waiver considerations in consolidated proceeding on am applications of Brandywine, Boyertown Bcstg. Co., Boyertown, Pa., and Dinkson Corp., Hammonton, N.J. Ann. Sept. 28.

■ By memorandum opinion and order, commission granted joint petition by Grossco Inc., West Hartford, Conn., and Berkshire Bcstg. Corp., Hartford, Conn., severed their applications from consolidated proceeding and retained them and party respondent in hearing on issues applicable to them. Ann. Sept. 28.

■ By memorandum opinion and order, commission (1) denied motion by New England Microwave Corp. to delete certain issues; (2) amended hearing order to place burden of proof on all issues upon protestant Springfield Tv Bcstg. Corp. (WRLP, ch. 32), Greenfield, Mass.; and (3) granted WRLP petition for reconsideration and postponed effectiveness of April 29 grant of New England Microwave Corp. applications to provide common carrier tv relay service to Mohawk Valley Tv Inc., catv system, at Athol, Mass., pending disposition of proceeding. Comrs Bartley, Cross and King dissented in part. Ann. Sept. 28.

■ By memorandum opinion and order, commission denied petition by WPET Inc., for severance from dockets and grant without hearing its application to change facilities of WPET Greensboro, N.C., on 950 kc, from 500 w, D, to 5 kw, DA-2. Comr. King dissented with statement in which Comr. Craven concurred. Ann. Sept. 28.

■ By memorandum opinion and order, commission denied petition by protestant

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RE 7-0458

WEAS Inc. (WGUN) Decatur, Ga., for enlargement of issues in proceeding on assignment of call letters WEAS to College Park Bcstg. Co. for its am station in College Park, Ga. Ann. Sep. 28.

■ By order, commission stayed effective date of Aug. 15 initial decision which looked toward dismissing without prejudice application of Sanford L. Hirschberg and Gerald R. McGuire for new am station to operate on 1300 kc, 1 kw, D in Cohoes-Watervliet, N.Y., and granting application of Fairview Bcstrs. for new station on same frequency with 5 kw D, DA to Rensselaer, N.Y. pending further review. Ann. Sept. 28.

■ Following dates will constitute composite week for use in preparation of program log analyses submitted with applications for am, fm and tv station licenses which have termination dates in 1961 and applications for major changes in broadcast facilities.

Sunday, Aug. 30, 1959; Monday, Oct. 19, 1959; Tuesday, Dec. 1, 1959; Wednesday, Feb. 10, 1960; Thursday, April 21, 1960; Friday, June 17, 1960; Saturday, Sept. 10, 1960.

Attention of licensees is also directed to sec. IV, page 3, item 10, of renewal application which permits submission of any additional program data that applicant desires to call to commission's attention, if, in applicant's opinion, statistics based on composite weeks do not adequately reflect program service rendered. Ann. Sept. 22.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by KDEF Bcstg. Co. (KDEF) Albuquerque, N.M., and extended to Sept. 28 time to file reply brief to exceptions in proceeding on its am application. Action Sept. 20.

■ Granted petition by Broadcast Bureau and extended to Oct. 10 time to respond to petition to reopen record filed by Booth Bcstg. Co. (WSGW). Saginaw, Mich., in proceeding on its am application. Action Sept. 20.

■ Granted petition by Broadcast Bureau and extended to Oct. 11 time to file exceptions to initial decision in proceeding on am applications of Caro Bcstg. Co. and Tuscola Bcstg. Co., both Caro, Mich. Action Sept. 20.

■ Granted petition by Broadcast Bureau and extended to Sept. 23 time to reply to petition for order to show cause in proceeding on am applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S.C. Action Sept. 20.

■ Granted petition by Broadcast Bureau and extended to Sept. 27 time to reply to petition to enlarge issues filed by WKAP Inc. (WKAP) Allentown, Pa., in am consolidated proceeding in dockets. Action Sept. 20.

■ Granted petition by Broadcast Bureau and extended to Sept. 27 time to reply to petition to enlarge issues filed by New Jersey Bcstg. Co., Princeton, N.J., in proceeding on its am application. Action Sept. 20.

■ Granted petition by Broadcast Bureau and extended to Sept. 27 time to reply to petition to enlarge issues filed by Windber Community Bcstg. System, Windber, Pa., in proceeding on its am application. Action Sept. 20.

■ Granted motion by Metropolitan Bcstg. Corp. for leave to file supplement to motion to amend issues and supplement to motion to amend issues regarding financial section of its application in Wilmington, Del., tv ch. 12 proceeding. Action Sept. 26.

■ Granted motion by Greater Boston Tv Corp., Boston, Mass., and extended to Oct. 12 time to file briefs in Boston, Mass., tv ch. 5 proceeding. Action Sept. 26.

■ Granted petition by Huntington-Montauk Bcstg. Co., Huntington, N.Y., and extended to Sept. 28 time to file replies to opposition to petition for rehearing and oppoistion to petition for reargument filed by Riverside Church, in New York, N.Y., in proceeding on their fm applications. Action Sept. 26.

By Chairman Frederick W. Ford

■ Granted request by Dodge City Bcstg. Co. and Seward County Bcstg. Co. (KSCB) both Liberal, Kans., to correct in various respects transcript of oral argument in proceeding on Dodge City's am application. Action Sept. 20.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled following hearings on dates shown: *Nov. 15*—am applications of Nansemond Bcstrs., Suffolk and D.D. Cameron, Portsmouth, both Va. *Nov. 22*—Columbia River Bcstrs. Inc., Mount Vernon, Wash. Actions Sept. 21.

■ Commission on Sept. 22 granted petition by Ulster County Bcstg. Co., Ellenville, N.Y., and extended to Oct. 7 time to respond to petition of Broadcast Bureau to set aside initial decision and to consolidate applications in am proceeding. Action Sept. 23.

■ Commission on Sept. 22 granted petition by Bay Area Electronic Assoc., Santa Rosa, Calif., and extended to Oct. 25 time to file exceptions to initial decision in proceeding on Bay Area's am application. Action Sept. 23.

■ Granted petition by Pacific Bcstrs Corp., for dismissal of its application for extension of time to complete construction of KBFL (TV) Bakersfield, Calif. Action Sept. 23.

■ Dismissed with prejudice am application of E.H. Eiland Jr., Union Springs, Ala., for failure to enter appearance, and dismissed motion by Columbus Bcstg. Co., respondent, for dismissal of defaulted application in proceeding on am applications. Action Sept. 23.

■ Continued Sept. 28 prehearing conference to Oct. 3 in proceeding on am application of Eleven Ten Bcstg. Corp., Pasadena, Calif., for renewal of license of KRLA and aux., and license to cover cp. Action Sept. 23.

■ Scheduled hearings on date to be specified by presiding officer following prehearing conferences in following proceedings: applications of Carter Mountain Transmission Corp., Cody, Wyo., for cp to install additional trans., to transmit on frequency 6387.5 mc; Montana Microwave, Kalispell, Mont. for cps to extend present microwave system from Missoula to Helena, Mont.; Mesa Microwave Inc., Oklahoma City, Okla. for cps for new fixed video radio stations at Pearsall, Cotulla and Encinal, all Texas, Lake City, Madison and Monticello, all Florida; East Texas Transmission Co., College Mound, Colfax and Tyler, all Tex. New England Microwave Corp. at Richmond and North Adams, both Massachusetts. Action Sept. 26.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and continued Sept. 22 prehearing conference to Sept. 23 in proceeding on am applications of East Arkansas Bcstrs. Inc. (KWYN) Wynne, Ark. Action Sept. 19.

■ Granted motion by Supreme Bcstg. Co. of Puerto Rico and continued Sept. 22 hearing to Oct. 20 in Christiansted, St. Croix, V.I., tv ch. 8 proceeding. Sept. 21.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued Sept. 22 hearing to date to be determined at 9:00 a.m., Sept. 29 prehearing conference in proceeding on am application of Clackamas Bcstrs (KGON) Oregon City, Ore. Action Sept. 16.

■ Granted petition by Broadcast Bureau and extended from Sept. 19 to Sept. 26 time to file proposed findings of fact and conclusions in proceeding on am applications of S&W Enterprises Inc., Woodbridge, Va. Action Sept. 19.

By Hearing Examiner Charles J. Frederick

■ Granted petition by M. Earlene Stebbins, Skokie, Ill., for leave to amend his fm application to clarify relationship of one Charles W. Kline to applicant, M. Earlene Stebbins, in consolidated proceeding. Action Sept. 19.

■ Granted petition by three applicants and extended Sept. 22 prehearing conference without date in proceeding on fm applications of M. Earlene Stebbins, Skokie, Ill. Action Sept. 19.

■ Granted petition by Broadcast Bureau and extended to Sept. 23 time to file proposed findings of fact and conclusions for groups 1 and 2 in proceeding on am applications of Voice of Dowagiac, Dowagiac, Mich. Action Sept. 19.

■ Granted petition by WHFC Inc. (WEHS) Chicago, Ill., and extended for one week from Sept. 22 to Sept. 29 for exchange of engineering exhibits in proceeding on its fm application. Action Sept. 22.

■ Scheduled prehearing conference for Oct. 5 in proceeding on am applications of Columbia River Bcstrs. Inc., Mount Vernon, Wash. Action Sept. 23.

■ Granted motion by KLIX Corp. and continued Sept. 26 prehearing conference to Oct. 4 in proceeding on applications of Idaho Microwave Inc., for cps for new fixed radio stations at Kimport Peak, Rock Creek and Jerome, all Idaho. Action Sept. 23.

By Hearing Examiner Millard F. French

■ In accordance with developments explained on record at Sept. 19 prehearing conference, scheduled further prehearing conference for Oct. 5 and postponed Oct. 5 hearing to date to be subsequently determined in proceeding on am applications of Norman A. Thomas, Greeneville, Tenn. Action Sept. 19.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreements reached at Sept. 20 prehearing conference, scheduled certain procedural dates governing proceeding on am applications of Radio Carmichael, Sacramento, Calif.; further prehearing conference scheduled for Nov. 21 and continued Sept. 28 hearing to date to be fixed by subsequent order. Action Sept. 20.

■ Incorporated into record offer of proof by Paul J. Molnar, and objection thereto by Ohio Music Corp., and closed record in proceeding on their applications for new fm stations in Cleveland, Ohio. Action Sept. 21.

■ Granted request by parties and continued Sept. 26 hearing to Sept. 30 in proceeding on am applications of Voice of New South Inc. (WNSL), Laurel and Mid-America Bcstg. Co., (WGVM) Greenville, both Mississippi.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum of ruling formalizing ruling made by hearing examiner at Sept. 21 prehearing conference, granting petition by Calojay Enterprises Inc., Indianapolis, Ind., for leave to amend his fm application to show financial change.

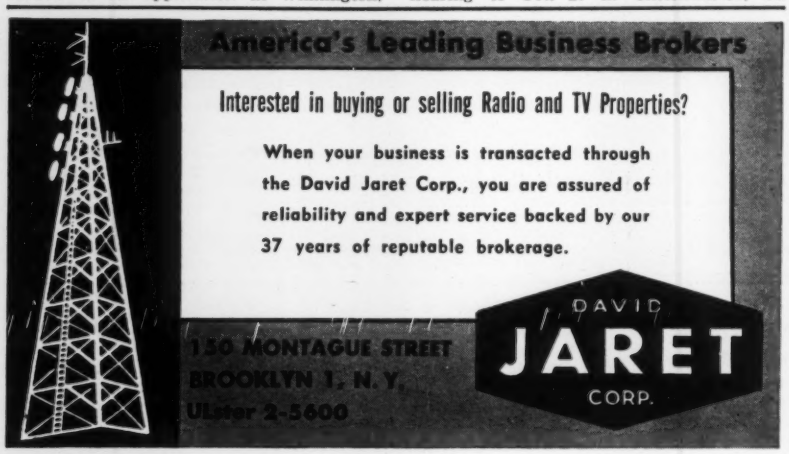
■ Issued order following prehearing conference formalizing certain agreements made at Sept. 21 prehearing conference; continued Oct. 10 hearing to Jan. 10, 1961, pending the filing by applicant of petition for reconsideration and grant without hearing, and action thereon by commission in proceeding on fm application of Calojay Enterprises Inc., Indianapolis, Ind.

■ Issued order following prehearing conference formalizing certain agreements made at Sept. 21 prehearing conference; postponed indefinitely Oct. 26 hearing pending filing by applicants of petitions for reconsideration and grant without hearing, and action thereon by commission in proceeding on am applications of radio station WHCC (WHCC) Waynesville, N.C. Action Sept. 21.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and continued from Sept. 15 to Sept. 23 time for filing proposed findings of fact and conclusions and from Sept. 22 to Sept. 30 for replies in proceeding on am application of United Bcstg Co. Beverly, Mass. Action Sept. 16.

■ Continued Oct. 19 further prehearing conference to Oct. 24 in proceeding on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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 28

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,467	53	89	871
FM	722	34	190	135
TV	477	56	78	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 28

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	37	13	50

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31, 1960

	AM	FM	TV
Licensed (all on air)	3,466	721	479[1]
CPs on air (new stations)	39	31	55[2]
CPs not on air (new stations)	102	190	76
Total authorized stations	3,607	942	655
Applications for new stations (not in hearing)	611	85	28
Applications for new stations (in hearing)	201	35	75
Total applications for new stations	812	120	103
Applications for major changes (not in hearing)	596	36	43
Applications for major changes (in hearing)	274	9	14
Total applications for major changes	870	45	57
Licenses deleted	0	1	1
CPs deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

am applications of Macon Bcstg. Co. (WNEX) Macon, Ga. Action Sept. 23.

■ Pursuant to agreements reached by parties at Sept. 22 oral argument, continued Sept. 27 hearing to Oct. 17; scheduled hearing for Nov. 14 for rebuttal evidence, and Nov. 7 for exchange of exhibits on rebuttal; further ordered that depositions shall be offered in evidence no later than at hearing session, beginning Nov. 14, and Newton Bcstg. Co. shall have all required witnesses available for session, beginning Oct. 17, subject to condition that special arrangements may be made, if necessaray, for Wayne H. Lewis and Robyn Helmer, in accordance with agreements reached at oral argument in proceeding on am applications of Consolidated Bcstg. Industries Inc., Natick, Mass. Action Sept. 23.

By Hearing Examiner H. Gifford Irion

■ Pursuant to Sept. 19 prehearing conference, cancelled Oct. 3 hearing and continued prehearing conference to 3 p.m., Dec. 2, in proceeding on am applications of North Georgia Radio Inc. (WBLJ) Dalton, Ga. Action Sept. 19.

■ Continued Oct. 10 hearing to Oct. 11 in Medford, Ore., tv ch. 10 proceeding. Action Sept. 20.

By Hearing Examiner David I. Kraushaar

■ Granted joint motion by Nathan Frank (WNBE-TV) New Bern, N.C., and parties-respondent to extent of continuing Sept. 30 prehearing conference to Jan. 17, 1961 and Oct. 3 hearing to Jan. 24, 1961; ordered parties as soon as practicable, and sufficiently prior to Jan. 17, 1961, reform their exhibits as they have indicated during informal conference with hearing examiner and copy of each reformed exhibit be exchanged among parties, with copy for hearing examiner, not later than Jan. 10, 1961, in proceeding on application of Nathan Frank for specification of trans. and ant. site for WNBE-TV New Bern, N.C. Action Sept. 16.

■ Denied motion by M.W. Cooper, Midwest City, Okla. to quash notice to take deposition of R. Lewis Barton and dismissed as moot request for stay in proceeding on Cooper's am application. Action Sept. 20.

By Hearing Examiner Jay A. Kyle

■ Continued Sept. 26 hearing to Nov. 14 and scheduled prehearing conference for Oct. 31 in proceeding on am application of Hopkinsville Bcstg. Co. (WHOP) Hopkinsville, Ky. Action Sept. 19.

■ Granted motion by WENT Bcstg. Corp. to correct transcript of record in proceeding on am application of Martin Karig, Johnstown, N.Y.; granted motion by Martin Karig to reopen record for purpose of receiving his supplement to exhibit, marked Karig exhibit number 4, page 2, and record closed Actions Sept. 26; and granted petition by Broadcast Bureau and extended from Sept. 26 to Oct. 3 time to file proposed findings of fact and conclusions and to Oct. 14 for reply findings. Action Sept. 22.

By Hearing Examiner Forest L. McClenning

■ Granted request by Newport Bcstg. Co., West Memphis, Ark. and continued without date Sept. 23 hearing in proceeding on am applications of Newport Bcstg. Co., and Crittenden County Bcstg. Co., both West Memphis, Ark. Action Sept. 19.

By Hearing Examiner Herbert Sharfman

■ Pursuant to Sept. 16 prehearing conference scheduled informal conferences in proceeding on am application of Mid-America Bcstg. System Inc., Highland Park, Ill.: group I, 2 p.m., Sept. 26, group II, 2 p.m., Sept. 27; group III, 2 p.m., Oct. 3; Group IV, 2 p.m., Sept. 28; group V, 2 p.m. Sept. 29; group VI, 2 p.m., Oct. Oct. 4; group VII, 2 p.m., Oct. 5; group VIII, 10 a.m., Sept. 26; after these conferences further prehearing conference will be set. Action Sept. 16.

■ Denied petition by Broadcast Bureau for reconsideration of hearing examiner's order of Sept. 2 granting Seaway Bcstg. Co., Chicago Heights, Ill., petition for acceptance of amendment to its am application; application is consolidated hearing with Mid-America Bcstg. System Inc., Highland Park, Ill. Action Sept. 20.

■ On request by Broadcast Bureau and without objection by parties, extended from Sept. 30 to Nov. 1 time for filing initial proposed findings of fact and conclusions and from Oct. 31 to Dec. 2 for replies in proceeding on am application of Cookeville Bcstg. Co., Cookeville, Tenn. Action Sept. 21.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled oral argument for Sept. 27 in proceeding on am applications of James E. Walley, Oroville, Calif. Action. Sept. 26.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of September 23

KVOY Yuma, Ariz.—Granted assignment of license to **Colonial Bcstg. Corp.**

Actions of September 22

WNMP Evanston, Ill.—Granted involuntary transfer of control from **Angus D. Pfaff** to **First National Band and Trust Co.** of Evanston, executor of estate of Angus D. Pfaff, deceased.

(Continued on page 111)

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RADIO

Help Wanted—Management

Working manager wanted midwest daytimer. Small market. Small staff. Good money. Group station. Should have sales-announcing background. Box 287C, BROADCASTING.

Station manager wanted. Must be full experienced in complete operation of am station. Operate fulltime 1000 watt top 50 operation. Good salary, plus incentive. Located in Texas. Give full detail of yourself, experience, references, picture, in first letter. Also salary expected. Wonderful opportunity. Box 344C, BROADCASTING.

WEAW, suburban Chicago, 15 years old; has outgrown "one man" management. Going to 180 kw fm, 5 kw am. Opportunity for aggressive young man for position as assistant manager with responsibilities in all departments. Must have successful sales experience. Complete details and earning requirements to E.A. Wheeler, WEAW, Evanston, Illinois.

Top-rated station—Jackson, Miss.—has opening—salesman with management potential—30-40—married. Guarantee—moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

Sales

Opportunity radio salesman. Salary plus commission. Good market. Texas. Box 178C, BROADCASTING.

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-timer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

Salesman—excellent opportunity for good producer. Top Newark, N.J. independent, multiple market, $6,000 plus. Resume Box 348C, BROADCASTING.

Quality 5,000 watt mid-west station wants experienced farm-account salesman. References. Salary and incentive. Immediate opening. Write Box 388C, BROADCASTING.

Announcer-salesman limited board shift. Mostly sales. Top salary plus liberal commission. Station is top rated in suburban Pittsburgh market. Excellent opportunity with unlimited potential for good salesman with some announcing experience. Send resume. Box 413C, BROADCASTING.

Michigan CBS affiliate has immediate opening for ambitious, energetic salesman in highly competitive market. Rush all details to Box 422C, BROADCASTING.

Top-rated station—Jackson, Miss. See our ad under Management. P.O. Box 197, Jackson, Miss.

Top grade professional time salesman wanted for Texas radio chain. Security and company benefits. No drifters or drinkers, family man preferred. Give full details in letter to Box 866, Dallas.

Salesman—Central California coast. Booming single station market. Contact Les Leslie, KNEZ, Lompoc, California.

Salesman-announcer, excellent opportunity with growing station 50 miles from New York metropolitan area. WBNR, Beacon, New York.

Top salesman ready to step up to top 15 market. Expanding broadcast group needs salesman for its new Buffalo station. Substantial salary plus commission. Set to deliver five figure earnings if you do the job. Immediate and future depends upon you and your abilities. Rush letter to WBNY, Statler Hilton Hotel, Buffalo, N.Y.

Help Wanted—(Cont'd)

Sales

WJSO 5kw #1 Pulse needs top salesmen. $350 plus 17½ to 25% commission. Replies confidential. P.O. Box 148, Johnson City, Tenn.

Outstanding salesman wanted for Palm Beach quality station WQXT-AM-FM, with potential for sales and station managership. Salary based on background and proven ability. This could be your finest opportunity to date. Please contact Art Rivera at the Waldorf Astoria, Park Avenue, New York, September 29 thru October 6, for appointment and interview.

What proposition acceptable? Phone or write W-RIP, Chattanooga.

Salesman wanted, only 5000 watt station in Springfield, Massachusetts. Draw against 20% commision. Opportunity to become sales manager. Contact new owners WTYM.

Walker Employment has midwest jobs waiting. Write Walker, 83 So. 7th St., Mpls. 2, Minn. For application now!

Announcers

Boston requires swinging dj. Top 40 personality. Enthusiasm, brilliance, brains. Tape, resume. Box 255C, BROADCASTING.

Program director and swinging dj. Top 40, high Pulse rated. N.E. metro market. Immediate opening. Tape and references. Box 256C, BROADCASTING.

Wanted, combo men for midwest single station market. Box 288C, BROADCASTING.

Swingin' dj ready to move up to pd number one format station, midwest. Chance for tv, too. Send short, expendable tape and picture. Box 299C, BROADCASTING.

South Florida. Fast paced, format radio, who is willing to work and follow instructions to make better than average money. Family man only. Box 315C, BROADCASTING.

Virginia 5 kw daytimer has opening for swinging dj with personality and ideas. Good salary with extra cash from hops. Send dj sample tape. Tapes returned, Box 360C, BROADCASTING.

Experienced announcer with good voice and news delivery for north-central Oklahoma daytimer who knows pop music. Box 370C, BROADCASTING .

Announcer-dj experienced—with complete resume . . . Tape . . . Personal references. West Virginia-Ohio area. Box 386C, BROADCASTING.

Announcer-salesman. Fine opportunity for good announcer with some sales experience ready for the big money in sales. Excellent Pennsylvania market established station with fine reputation. Salary plus commission on sales. Potential income unlimited for a man who can sell. Box 414C, BROADCASTING.

Boston—dj—top 40 swinger, top rated station. Immediate opening. Tape, resume. Box 417C, BROADCASTING.

Immediate opening for mature announcer who appreciates good music. CBS affiliate in northwest. Start $75.00 per week. Send tape and resume. Box 418C, BROADCASTING.

Immediate opening for experienced staff announcer. KBUD, Athens, Texas.

Announcer with first ticket. Send tape, personal data, experience, salary expected to KGHM, Brookfield, Missouri.

Help Wanted—(Cont'd)

Announcers

Announcer with first phone to live and work in Hawaii's most beautiful Honolulu suburb. Send background, tape, photo, and salary requirement. Jack Irvine, General Manager, K-LEI, Kailua, Hawaii.

Announcer—first ticket to progress with young, aggressive 5 kw. Near mountains, good hunting and fishing. Send tape and resume to KPOW, Powell, Wyoming.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona.

Home base of 3 station radio chain needs experienced announcer. Apply Phillip Brady, WAPF, McComb, Mississippi.

Experienced staff announcer. Immediate opening. Send tape, resume to WASA, Havre de Grace, Maryland.

Announcer-deejay—Young man, preferably with experience, full-time position. Send tapes, resume and photo. WDEA Radio, Ellsworth, Maine.

Immediate opening. Announcer, first phone emphasis on announcing, no maintenance—send tape, photo and resume to WIRY, Inc., P.O. Box 136, Plattsburgh, N.Y.

Immediate opening for top flight disc-jockey experienced in "top-forty format". Send tape and resume to Mel Bernam, WNOW York, Pennsylvania.

Home base of 3-station modern radio chain needs top flight newsroom man strong on commercials who can double as swinging dj. Plenty of opportunity for man with real ability. Experienced only, please. Write: Operations Manager, WSBA, York, Penna.

WUSN-TV-Charleston, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videotape with resume and recent photograph to Ed K. Webb.

Announcers! Opportunities in many markets for experienced broadcasters. Tapes, (include return postage) and resumes before interviews. Contact, Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630 5th Avenue, New York 20, New York.

Walker Employment has midwest jobs waiting. Write Walker, 83 So. 7th St., Mpls. 2, Minn. For application now!

Technical

Chief engineer. Responsible, adult midwestern step up to successful small city daytimer away from metropolitan frenzy. Maintain standard equipment, keep good sound, do some announcing. Take your place in community. Real opportunity, permanent job. Send details, salary expected. Answer guaranteed. Box 297C, BROADCASTING.

Chief engineer, 10 kw directional-remote control operation-NYC suburb. Must be experienced in equipment maintenance and engineering staff administration. Send resume to Box 342C, BROADCASTING.

Northern New Jersey—Announcer-engineer with 1st class license. 50 miles from New York City. Box 363C, BROADCASTING.

Chief engineer-announcer or chief engineer-copy writer wanted for Charlotte area station. Write Box 371C, BROADCASTING.

Qualified chief engineer with announcing ability for one kw daytime, non-directional, KPBM, Carlsbad, New Mexico.

Engineer-announcer, first phone, wanted immediately, salary open. WBNR, Beacon, New York.

Help Wanted—(Cont'd)

Technical

Experienced first class licensed technician for 5 kw transmitter operation and general station maintenance. Good starting salary for qualified man and opportunity for advancement. Applicants must have car and personal interview will be required. Telephone, wire or write, Mr. Charles Murn, WOKO, Albany, New York.

Young—"First" engineer, as chief, immediately. Announcing ability—car—interview required. Past subject to check. Phone Mr. Eyre, Manager, WTOR, Torrington, Connecticut.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Chief engineer to help build new am station in Delaware, Ohio. Immediate opening. $550 month to right man. Should have at least four years experience, part with directional and be able to do good air work. This is 3rd station in growing group. Call C.R. Taylor, WVSC, Somerset, Penna. Phone 4186.

Walker Employment has midwest jobs waiting. Write Walker, 83 So. 7th St., Mpls. 2 Minn. For application now!

Production-Programming, Others

Local newsman-gather and announce 250 fulltime-southeast New York state. Box 786B, BROADCASTING.

Newsman (midwesterner). Gather, write, and announce. Incentive and opportunity—do some selling, earn commissions. Permanent job for dependable adult. Exclusive, well regarded daytimer, small community. Good business. Congenial staff. Right living. Send all details. We'll answer. Box 296C, BROADCASTING.

Nebraska college community needing girl Friday with emphasis on production ideas, continuity and traffic. Previous experience or training necessary. State salary qualifications with full resume and snapshot. Write Box 355C, BROADCASTING.

Cub reporter wanted for five-man news staff in upstate New York metropolitan market. Journalism background preferred, but will consider all with ability to learn radio news. Send tape, resume, and starting salary expected to Box 377C, BROADCASTING.

News man—Compile, edit and deliver news for peak period newscast. Good future with number one station. Send resume, tape and minimum salary. Box 404C, BROADCASTING.

Production man—program director—dj with ideas aplenty—swinging format station. This could be a big job and is open for someone who will accept responsibility. Rush reply to Bob Story, Station Manager, WNOR, Norfolk, Virginia.

Wanted—Experienced program director-announcer for 1-kw daytimer about to go fulltime. Emphasis on good music, news and sports. Car necessary. Progressive city of 15,000. Salary open. Send tape, photo, full information and references first letter to Manager. KSCB, Liberal, Kansas or phone Main 4-3891.

Excellent opportunity for top-notch, aggressive promotion-production man. Air experience necessary. Know rock and roll. Knowledge of news writing necessary for news releases. Must create and produce public service programs. Adequate education rquired. Salary open. Send photo, and personal data to J.W. Collins, Manager, WGST, Georgia Tech Radio Station, Atlanta, Georgia.

Gal Friday—Must be real swinger and right hand to station manager. Typing, radio savvy, personable, go-getter. Some air work on production announcements. Rush resume and picture to Bob Story, Station Manager, WNOR, Norfolk, Virginia.

Top-notch modern format announcer/program director for #1 Pulse station metropolitan midwest market. Strong on production, promotion minded, enthusiastic, accustomed tight progressive format, Stable, married. Substantial group operation. Rush resume, tape, photo, recent earnings to C. Perkins, 139 East 52nd Street, New York.

RADIO

Situations Wanted—Management

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Tiger for sale. If you are hunting for a manager with a desire to make money for you on sound basics and top radio operation. Write or wire Box 308C, BROADCASTING.

Manager-program director or sales manager. Currently working in ¾ million market. Took sick station and made it #1 Pulse through promotions and tight programming. Have top sales record as well as #1 on the air ratings. Have been jack of all trades at current spot. Now desire to move up. Available immediately. Eastern seaboard only. Box 341C, BROADCASTING

Make your station swing with my ideas and imagination. If you need new management and new objectives write or wire Box 309C, BROADCASTING.

Management: Challenging opportunity desired by resourceful salesman with top billing, substantial radio-television background, ticket. Box 356C, BROADCASTING.

Sick station? I don't believe it. For fresh ideas and an approach based on objective experience write Box 310C, BROADCASTING.

New sound of radio. Experience and aggressive sales programming ideas plus positive thinking can put your station into profit. Box 311C, BROADCASTING.

Family man, sober, veteran, strong on sales and administration, licensed. Box 379C, BROADCASTING.

Beware! Two dangerous men on the loose in midwest. One advanced from errand boy to manager in eighteen months. His partner undoubtedly greatest morning man alive . . . (according to his mother). We can be captured anywhere by being offered money instead of peanuts. We're tired of monkey business and are looking for a real challenge. Satisfaction guaranteed or company stationery reluctantly refunded. Hurry . . . the children are hungry and the wife is tired of sweeping up peanut shucks. Please . . . no top 40 . . . Box 380C, BROADCASTING.

Manager of booming 5 kw wants management in Maryland-Virginia general area. Experienced in every radio aspect. Box 400C, BROADCASTING.

Management situation with option to buy in wanted. Twelve years experience, no capital. Know sales and expense control. Available November. Box 409C, BROADCASTING.

Sales

3 years experience major market radio, selling, servicing, copywriting, radio-television degree, 34, family. Wishes to build future in radio or television. Box 200C, BROADCASTING.

Experienced, proven record, family man. Excellent background all phases radio. Eight years present major market. Desire sales or sales management in medium market. Station management ultimate goal. Write Box 349C, BROADCASTING.

Salesman-engineer-announcer. Nine years radio, sober family man, 26, presently employed, considering change. College education, references, southeast only. Box 373C, BROADCASTING.

Interest? . . . increasing your Chicagoland sales. Assets? . . . aggressiveness, top sales record, marketing degree, 25. Goal? . . . challenging position in radio-television. Box 374C, BROADCASTING.

As a sales representative for CBS, I secured one million dollars' business in one year, acquiring station break announcements and program sponsorships while maintaining a contented client relationship. For the conclusion of this story—write Box 399C, BROADCASTING.

Announcers

Announcer, two years experience, bright sound, want to settle, married, not a floater. Box 234C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

College grad, single, 24, experienced future management potential, great ad-liber. Box 254C, BROADCASTING.

"E Pluribus Unum". If you need a bright young midnight man, I'm that "One". $95.00 minimum. Box 279C, BROADCASTING.

$$$ top jock major market, expeirenced 5 years. #1 Pulse and Hooper ratings wants to make change. Fast paced. Pop music format. Does lots of promotion, record hop, etc. Personal interview desired. Available October 1. States Philadelphia, New York, 100 miles radius. Box 340C, BROADCASTING.

Married announcer with top ratings in major eastern market. Looking for advancement in salary and position. Box 343C, BROADCASTING.

Announcer, experienced, married want to settle down, good ad-lib. Disc jockey operate fast, tight, board. CO 6-7950, N.Y.C. or Box 346C, BROADCASTING.

Married, experienced night or all-night personality available. Box 357C, BROADCASTING.

Lovable dj personality, original humor, smooth sexy voice. authoritative newscaster, modest. 4 years experience, 1st phone. Box 367C, BROADCASTING.

Announcer, 4 years in all phases, presently employed. Family, 28, vet. Box 368C, BROADCASTING.

Jack the Ripper to mike. Bartender manners. FCC 1st. Box 369C, BROADCASTING.

Announcer-engineer, 1st phone, 4 years experience. All considered, Florida preferred. Box 372C, BROADCASTING.

CBS affiliates: DJ or staff. Quality with sell, professional voice. Top ratings in major market. CBS AM-TV preferred. Tape, resume on request. Major markets only, please. Box 376C, BROADCASTING.

Announcer/program director. Versatile. News. Adult music. Sports. Quality production. Box 381C, BROADCASTING.

Announcer, young, realistic, ambitious. Commercial experience. Cheerful style. Also copy. Box 382C, BROADCASTING.

Top rated Pennsylvania disc jockey seeks to move. Hard worker, no floater. Married, presently employed. Box 385C, BROADCASTING.

Nine years: Solid references. Finest background. Knows standard and formula radio. Veteran with college. Music and news knowledge, operate tight board. Box 389C, BROADCASTING.

Announcer, disc jockey, news, commercial, looking for small market to start. Operate own board, 3 years' college. Box 393C, BROADCASTING.

Announcer: Will travel, handles news, commercials, disc jockey and own board. Audition tape available. Box 394C, BROADCASTING.

Personality, disc jockey, two years' experience, then drafted into Army for two years. Now back and ready to make your station No. 1. Tops in news. Play-by-play all sports. Box 395C, BROADCASTING.

Outstanding disc jockey, newsman, 26, excellent references, college graduate, FCC ticket, desires announcing and sales position, small fast moving operation, relocate anywhere, work seven days, all hours, salary of little consequence if proposition is right. Write full details. Box 396C, BROADCASTING, or call collect RI 9-0196. N.Y.C.

Negro, disc jockey, looking for work, could do news, commercials and work own board. Box 397C, BROADCASTING.

Swingin' dj, desires top-40; hard-sell; college grad.; experienced; prefer stations with appearances and hops. Box 401C, BROADCASTING.

Announce, sell, minor repairs, good board, collect, edit, present news and sports. College education, first phone. Anywhere. Box 419C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, dj, copywriter. Ambitious, hard worker. Mature voice. Strong personality. Operate own board. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 East 55th Street, Chicago 15, Illinois. Phone: Butterfield 8-5404.

Announcer-first phone. 8½ years commercial radio dj, newsman, play-by-play. Married, veteran. Contact: Terrence J. Foster, 2612 Erie Ave., Sheboygan, Wisconsin.

Eager graduate of Midwestern School of Broadcasting desires a position as dj. One year of college in journalism. Formerly a specialty salesman. Will relocate. Kirby Johnston, 5756 N. Fairfield, Chicago 45, Ill. AR 1-1202.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Graduate of announcing school seeking start in radio. Low, mature voice. Smooth news delivery. Commercials with good sell. Personality for dj work. Some board experience. Norman Swenson, 3741 Dukeshire, Royal Oak, Michigan. Liberty 9-4159.

Technical

Technical difficulties? Have experience-will travel. Chief engineer 16 years experience am-fm. Emphasis on good maintenance. Proof of performance. Experienced with new construction. Presently in east, like to relocate in southwest or from western plains states westward. Will consider other areas. Best of working and personal references. Box 345C, BROADCASTING.

Northeast: A mature engineer, thoroughly experienced in all phases of broadcast engineering is seeking a permanent position. Box 383C, BROADCASTING.

Experienced engineer desires locate in Indiana, Illinois, or Kentucky, some announcing. Box 384C, BROADCASTING.

Production-Programming, Others

Washington, D.C., newspaperman, 20 years experience, including radio-tv, now legislative work, wants write and/or air news mornings, evenings, weekends, Washington areas station, to keep hand in. Solve news staff scheduling problems! Box 995B, BROADCASTING.

Experienced, aggressive newscaster now in major market seeks news directorship or challenging news position. Mature; married. Any section of U.S. Box 375C, BROADCASTING.

I swing! I wake the town and tell the people. I create! Vignettes, news contests. I fabricate! Electronic effects—echo, tones, vibrato. First phone, or course. Sign-on till 9 or 10 and ce-pd for Storz or Bartell style operation. $125 minimum. Box 387C, BROADCASTING.

News director, radio-tv. Mature authoritative delivery, strong commercials. Thoroughly experienced. Presently employed radio-tv staff, medium market, know all phases. Desire return to news only. B.A.-Speech, strong squalifications. Medium market or larger, prefer west of Rockies, consider anywhere. Air-check details to all replies. Box 390C, BROADCASTING.

Non-theatrical film narrator, presently radio news director, desires part time newsroom stint in market where opportunity exists for film narrating on the side. Box 403C, BROADCASTING.

Time for a change! Announcer with 28 years before the mike seeks job as a radio pd. No rock 'n' roll or format station. Single sober and hard worker. Also write continuity that sells. Presently employed. Details upon request. Box 405C, BROADCASTING.

At last! A copywriter whose copy sells. 17 years from 250 to 50,000. Jingles, gimmick spots, special campaigns. Man Friday to account execs. Fireball on promotion and client contacts. Best hundred bucks you'll ever spend. Box 406C, BROADCASTING.

Music director and/or librarian. Woman, comprehensive, versatile background. Box 407C, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

PD fired! (With enthusiasm.) Wants responsible, challenging position. He is creative, high caliber individual, 30 years' old, college, family. Currently pd/announcer (but at dead end). Prefer east. Box 410C, BROADCASTING.

TELEVISION

Help Wanted—Sales

UHF independent station needs aggressive salesmanager who will call on national agencies, plus direct local salesmen. Excellent future with incentive plan. Send complete resume to Box 365C, BROADCASTING.

Announcers

Need one tv staff announcer and one on camera news man capable of writing and presenting an authoritative newscast—we are adding to five man staff, and need man who knows what he is doing and enjoys doing it. If you think you can fit, send complete background, audio tape and picture or film clip to: Box 352C, BROADCASTING.

Staff announcer for southwest vhf medium market station. Must be mature and experienced. Send photo, resume, audio and tape to Box 364C, BROADCASTING.

WUSN-TV-Charleston, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videotape with resume and recent photograph to Ed K. Webb.

Technical

Television transmitter operator for KMVI-TV, Wailuku, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Transmitter supervisor for PT 25BH. Applicant should be very strong on transmitter maintenance. Good pay for right man. Contact Jim Lockerd, Chief Engineer, KSWO-TV, Lawton, Oklahoma.

Experienced studio technicians with technical training. 1st FCC required. Salary $5,000-$7,700. Chief Engineer, WTTW, 1761 East Museum Drive, Chicago 37.

Production-Programming, Others

Promotion assistant—midwest CBS affiliate: Young man or woman with exceptional writing ability. Send resume, samples and salary requirements to Box 411C, BROADCASTING.

Stage manager wanted for south eastern capital city vhf station. Must have a minimum of two years' commercial experience in all phases of studio production. Must be capable of supervising floor crew. Salary will be commensurate with experience and potential. Attractive company benefits, pleasant working conditions at this multiple ownership station. Please rush resume, including references, and recent photo to Box 412C, BROADCASTING.

Photographer at southern medium market station. Require proven ability as newsreel and commercial photographer. Must be able to maintain equipment, shoot and process slides, stills sound and silent motion picture film. We have a well equipped photographic department. This is an excellent opportunity for a man presently in secondary position. Rush resume, references and recent photo to Box 421C, BROADCASTING.

Women's director: Canadian station needs talented, experienced woman to handle daily tv and radio shows. Prefer Canadian citizen. Excellent opportunity. Reasonable salary, liberal talent fees. Rush picture, resume to Bill Ellison, CJSS-TV, Cornwall, Ontario.

Art director: Experienced in tv art and photography. Must be creative, send resume and sample of art work to: Ronald Boyles, KHOL-TV, Holdrege, Nebraska.

TELEVISION

Situations Wanted—Management

Broadcasting management—Desires to learn all phases of station operation and management (no announcing). B.S. in accounting-finance and M.B.A. in marketing. Presently on controller's staff for an electronic manufacturer. Some knowledge of broadcasting field. Prefer multiple ownership with opportunities for advancement, when I have proven myself. Age 24. Single. Will travel (home-N.E.). Proven leadership and administrative abilities. Excellent references. Box 354C, BROADCASTING.

Sales

Top-flight executive salesman desires return to station time selling-radio or tv. Eight years highly successful film syndication plus eight years station experience. Best references from industry and past employers. Box 378C, BROADCASTING.

Announcers

TV announcer, personality, booth, married, experienced. Box 358C, BROADCASTING.

Personality dj, presently employed in major market. Five years' experience all phases radio. Ready to move up to tv. Box 408C, BROADCASTING.

Technical

Studio engineer, 7 years experience tv studio, transmitter operation and maintenance, wants permanent position. Prefer southwest. Box 280C, BROADCASTING.

First phone, tv background, available immediately, alert young married veteran. Box 298C, BROADCASTING.

Northeast: A mature engineer, thoroughly experienced in all phases of broadcast engineering is seeking a permanent position. Box 383C, BROADCASTING.

Production-Programming, Others

Newsreel producer—director. An experienced one-man-operation to format sponsor attracting program. Film and edit the news. Direct the program. If you want all the news; if you want local features; if you demand a person who needs no direction, and whose initiative and production will exceed your expectations, write Box 350C, BROADCASTING.

Film director. Five years with New York network o&o station. Bov 359C, BROADCASTING.

PDE. Production, director, experience. Eight years in all phases production. Directed local shows fed to net! Production manager past 6½ years at one of southwest's top station, but opportunity to advance is nil. Do you have opportunity? I will bring experience. Write Box 361C, BROADCASTING.

Family man, 28, with seven years in all phases of television—producer, director, announcer, film director—can qualify for program director or production manager. Sincere and qualified. Details on request. Box 366C, BROADCASTING.

TV producer/director, personable, ambitious imaginative. 3 years experience all phases live, local film production. Hard worker desires relocation to larger market, more progressive organization. Box 392C, BROADCASTING.

After 25 years big time radio and tv, active energetic and facile-minded world traveler, just returned from Europe, would like more relaxed atmosphere of smaller city, either radio or tv. Extensive writing and foreign news experience. Top quality news analysis, narration, interviews, own shows of people and places, various others, all high ratings, top sponsors. Warm, friendly, outgiving personality, unusual background, world-wide experience. English university education, international voice. Ideal anchor man for your station, reliable, competent, loyal. Box 398C, BROADCASTING.

Producer-director. 11 years radio-tv-stage. Currently metropolitan tv. Also newscaster-announcer. Married, child. $600.00 minimum. Box 423C, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

TV newsman heading 3-man department at large southern station seeks new challenge as news director or staff member. Experienced legman, photographer, film editor, script writer, interviewer, and newscaster. Contact Bob Wesley, Apt. 700-L, Longview Road, Knoxville, Tennessee. 8-3211 or 5-8101.

For Sale

Equipment

FM antenna, transmission line, Magnecorder, mikes, jack strips, etc. Write Box 250C, BROADCASTING.

Two lightweight RCA pickups M1-11874. One rider Voltohmest, V.T.V.M. One Hicock tube tester, model 605-A. One tape recorder, brush, model BK 401. Two turntables. RCA, less cabinets, models 70-C and D. One pickup filter, 8 OHMS in 250 OHMS out, model Mi-4975. Three pickup heads (RCA), lateral, model Mi-43466. One audio oscillator, Carron. Best offer all or part. Box 353C, BROADCASTING.

Schafer automatic program equipment. Used less than one year. Manufacturer's guaranteee 4 years. $7,500.00. Call Olean, N.Y. 2-0161.

Gates 1 kw fm transmitter with dual channel multiplex, new exciter. $3,500. CB-11 turntables with RCA transcr. arms and cabinets $100 ea.: Petron tape magazine repeater with cartridge (A-4) $80; D-4605. Box 433, Terre Haute, Indiana.

For sale—Collins 116-E4 double equalizer. Like new at half price. KOLY, Mobridge, S.D.

RCA 66-A modulation monitor top condition. Panel newly refinished. New lettering. Price . . . $250.00. Freight prepaid, KNET, Palestine, Texas.

Complete DuMont flying spot scanner system. Consisting of 2 DuMont 16 mm projectors, 2 pedestals, 2 video amps., 2 power supplies and remote panel. Excellent condition. Price $7000.00 Contact E. Newton Wray, KTBS-TV Shreveport, La.

Like new multi speed Travis tapak portable tape recorder. Custom model. First $195.00 buys it from KXRA, Alexandria, Minn.

FM transmitter—GE one kw, in use. Include crystal, spare parts, tubes. Available 45 days. $1500.00. Contact John Booth, WCHA, Chambersburg, Penna.

Gates remote—Model RDC-10 like new, with monitors and associated parts—$800.00 cash. Mr. Martens, C.E., WENN, FA 3-2341, Birmingham, Alabama.

Tower—immediate delivery—Utility heavy duty 185' with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

50,000 watt, AM transmitter, in complete operating condition. Contact Purchasing Division, Colorado Department of Highways, 4201 East Arkansas Avenue, Denver 22, Colorado.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Ampex "400", 3-Tannoy 15" speakers in belvedere enclosures, Rek-O-Kut recording lathe with Fairchild hot stylus and cook 60 watt. Capps condenser mike plus other equipment. Write Criteria Recording, 1755 NE 149th Street, Miami 61, Florida.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service, Eidson Electronic Co., Box 31 Temple, Texas.

Video monitors. Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

FOR SALE

Equipment—(Cont'd)

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Ampex 400 single case portable with manual controls. Very good condition. $400. Jon Monsen, 1350 N. Harding, Pasadena, California.

Two Magnecord model P-60-ACX professional recorder/amplifier combinations factory modified to model P75ACX specifications. Excellent condition. $500.00 each. Radio Engineering and Maintenance, Corporation, 208 West Third Street, Lexington, Kentucky, Phone 2-4432.

WANTED TO BUY

Stations

Wanted: Construction permit in northeast, am or fm. Send complete information. Replies confidential. Box 269C, BROADCASTING.

Interested in purchasing radio station within 200 miles Detroit in city of 50,000 or larger, less population if single station market. Box 351C, BROADCASTING.

Responsible broadcaster will lease your station, buy or finance cp, or buy station. No market too small. Reply in confidence. Box 416C, BROADCASTING.

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

5 kw fm transmitter in good condition, not more than 5 years old, type 335-BR Hewlett-Packard fm modulation monitor, side-mount fm antenna with 6.3 power gain accessories if available. Box 913B, BROADCASTIING,

Wanted: Surplus RCA 77-D or 77-DX microphone, single Collins ring antenna, WE 25-series duel channel console, 100' section heliax. Box 347C, BROADCASTING.

Used uhf transmission equipment including transmitters, filtrexers and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 420C, BROADCASTING.

3-5 fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronic Supply, 75 Varick Street, New York 13.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue. North Hollywood, California, Triangle 3-1967.

Scully recorder, W.E. mixing board, broadcast microphone, jack panels and cords. Super Recording 369 St. Charles Rd., Glen Ellyn, Ill.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual", a complete gagfile containing bits, adlibs, gimmicks, letters, doubles, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-3), 65 Parkway Ct., Brooklyn 35, New York.

Prize packages for giveaway programs and promotions. Now ready: Hottest copyrighted Christmas promotion, "The Family Xmas Shopping List Package." Write for brochure. Enter-Prizes Co. America's most widely recommended prize service. 601 Randolph Street, Chicago, Illinois.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 26, 1960. January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

RADIO

Help Wanted—Announcers

NORFOLK-METROPOLITAN

Fulltime . . . swinging . . . hot format. . . . independent . . . recently converted. Still looking for top format men with "teen" appeal. Jockeys that are alive . . . ready to build name and income. Veterans, or those new in the business, send tape, resume, phone number and minimum starting salary to Bob Story, Station Manager, WNOR, Norfolk, Virginia.

Technical

ENGINEERS

Experienced in detailing and layout of studio and transmitter audio facilities, including familiarity with audio switching equipment. Degree desirable but not essential.

Permanent position with a leading consulting engineering firm in Washington, D. C.

Send resume to:
J. P. Gaines, Personnel Manager
Page Communications Engineers, Inc.
A Subsidiary of Northrop Corporation
2001 Wisconsin Avenue, N.W.
Washington, D. C.
or call
FEderal 7-7600

ANNOUNCERS WANTED

We are a quality station presenting The World's Most Beautiful Music. We are looking for experienced, mature voiced announcers. You must be capable of tight production. Please understand—we want announcers not frantic disc jockeys! If interested and qualified, forward tape and resume to: Boyd W. Lawlor, Gen. Mgr., **RADIO STATION WAIT, CHICAGO, ILLINOIS.**

RADIO

Situations Wanted—Announcers

DISC JOCKEY
TOP RATINGS

10 years as strong air personality. Three years with 50,000 watt modern radio. Family man. BBA in advertising. Excellent sales story from station rep.

Box 415C, BROADCASTING

TELEVISION

Help Wanted—Management

MANAGER
COMMUNITY ANTENNA TV SYSTEM

Outstanding opportunity in East for qualified man with broad sales experience, able to train and direct personnel in sustained selling effort and supervise CATV operations, maintenance and office routines. Resumes should describe in detail all relevant present and prior responsibilities, give present earnings and three business references. No inquiries of references will be made without permission. All material held in utmost confidence.

Box 920B, BROADCASTING.

Audience Promotion Director
For Florida's Number One TV Station

The man we are looking for must be strong at creating audience and station promotion campaigns and then have the follow-thru to make these campaigns show results in the rating books. We prefer someone wth good, hard experience who can supervise the writing of on-the-air copy and blend film, slides, stills and tape into exciting promos. Must be able to write station publicity and handle out-of-station print and radio advertising. Salary open. Send picture and resume to:

Box 391C, BROADCASTING

Employment Service

JOBS IN RADIO & TV
THROUGHOUT
THE SOUTHEAST

Talent scouts for the station your looking for—free registration—confidential service. Immediate job openings for—

Announcer-Engineers
Engineers-Salesmen
Announcers-Newsmen-D.J.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

FOR SALE

Equipment

Steel Micro-Wave Tower, 250 feet, self supporting, 5x28 foot platform at top, entirely fabricated from galvanized structural angle (painted), in excellent condition, Blaw Knox construction. Dismantled and match-marked for re-erection. Suitable for radio and point-to-point telephone. Inquiry and inspection invited.

A & E EQUIPMENT CO
P.O. Box 902

Alexandria, Virginia
Phone—Temple 6-7019

EQUIPMENT SPECIALS
Overstocked Models

34—Seeburg Model SBU-1 Automatic Record Changer complete with pickup arm and diamond stylus, holds 100 45 RPM records selectable by tabs. Does not include cabinet. This unit is similar to that incorporated in Gates Nite-Watch and Auto Station Programming Systems. Close-out price—$394.50.

28,000 ft.—RG-20U Coax Cable, 50 ohm, armored, rated at 12 KW at 1000 KC. List price $1.12 per ft. Close-out price—50¢ per ft.

2—Gates BFE-10A 10 watt FM transmitter tuned to frequency. Similar to current model except exciter not designed to Multiplex. Close-out price—$875.00.

3—Used 1 KW AM Transmitters (Price on request).

1—Used 1 KW W.E. FM Transmitter (Price on request).

Wire, phone or write

Gates Radio Company
Quincy, Illinois
BAldwin 2-8202

FOR SALE

Stations

PACIFIC COAST STATE

Fulltimer grossing $60,000 and showing good earnings. Absentee owner anxious for quick sale and will accept $70,000 with $20,000 down and balance over 10 years. Valuable real estate included.

Box 334C, BROADCASTING.

WESTERN MAJOR METROPOLITAN

5 KW fulltime regional in dynamic top market. Showing profit on gross of $150,000 but has unlimited potential with good management. Priced at $275,000 with unheard of terms. Much less for cash.

Box 402C, BROADCASTING

FOR SALE

Stations

Ariz.	Small	Fulltime	$73M	terms
Calif.	Small	Fulltime	68M	15dn
Tenn.	Single	Daytimer	62M	cash
Va.	Single	Fulltime	57M	15dn
La.	Single	250w	107M	30dn
Ga.	Single	Fulltime	175M	29%
Va.	Single	Daytimer	80M	25dn
Ala.	Medium	250w	65M	22dn
Fla.	Medium	Regional	230M	terms
Wyo.	Medium	1kw-D	125M	29%
La.	Medium	Fulltime	158M	terms
Texas	Medium	1kw-D	225M	29%
Wash.	Metro	1kw-D	85M	30dn
Texas	Metro	1kw-D	130M	29%
Calif.	Metro	FM	49M	13dn

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

To buy or sell a Radio-TV property:

PATT McDONALD CO.

Box 9266, Austin 17, Texas. GL 3-8080
Or:
Jack Koste, 60 E. 42nd, N.Y. 17, N.Y., MU 2-4813
Dick Watts, Box 701 So., Houston, Texas, HU 6-7400

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

CALIFORNIA. Full time. $8,000 down.

CALIFORNIA. Daytimer. 50,000 in trade area. $10,000 down.

CALIFORNIA. Daytimer. Fine prosperous community. Asking $175,000 with 29%.

CALIFORNIA. Full time. Asking $75,000 with 29% down.

CALIFORNIA. Excellent property. Asking $100,000 for 60%.

SOUTHWEST. Powerful daytimer. Asking $110,000 with 29% down.

NORTHWEST. Full time. Did over $100,000 last year. Asking $120,000. Terms.

SOUTH. Top market. Asking $350,000 with 29% down.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

(Continued from page 105)

WBTA Batavia, N.Y.—Granted involuntary transfer of negative control to **Elsie A. Ryan,** executrix of estate of **Joseph M. Ryan,** deceased.

WHAI-AM-FM Greenfield, Mass.—Granted involuntary transfer of control from **John W. Haigis Sr.,** to **Franklin County Trust Co.,** executors of estate of John W. Haigis Sr., deceased.

WRIM Pahokee, Fla.—Granted assignment of license to **WRIM Inc.**

WJCM Sebring, Fla. —Granted cp to change ant-trans. location, make changes in ant and ground system and change studio location; remote control permitted.

WCUE-FM Akron, Ohio—Granted cp to replace expired permit for fm station.

WCHA-FM Chambersburg, Pa.—Granted cp to install new trans.

KACI The Dalles, Ore.—Granted cp to install new trans.

K74AY Salt Lake City, Utah—Granted mod. of cp to change ERP to 55 w, trans. apparatus, and make changes in ant. system; waived sections 4.701 and 4.731 of rules regarding translator stations.

KUSD-TV Vermillion, S.D.—Granted mod. of cp to change ERP to vis. 0.339 kw, aur. to 0.195 kw, install new trans. new ant. system and make changes in equipment; ant. 160 ft.

WAUX-FM Waukesha, Wis.—Granted mod. of cp to increase ERP to 3.8 kw, change type trans. and new ant.

WISN-FM Milwaukee, Wis.—Granted mod. of cp to decrease ERP to 3.7 kw.

WPEL-FM Montrose, Pa.—Granted mod. of cp to change type ant.

WAYL (FM) Minneapolis, Minn.—Granted mod. of cp to change type trans. and new ant.

WIPI Windsor, Conn.—Granted mod. of cp to change ant-trans. location, type trans. and specify studio location.

KINY Juneau, Alaska—Granted mod. of cp to change type trans.

KDMI (FM) Des Moines, Iowa—Granted extension of completion date to Nov. 30.

Actions of September 21

■ Granted STA for following vhf tv repeater stations: Marathon Tv. Co., ch. 9, Seward, Alaska (KENI-TV, ch. 2, Anchorage); South Platte Valley Tv. Assn., ch. 8, Julesburg, Colo. (KHOL-TV, ch 6, Holdredge, Neb.); Lodge Grass Tv. Assn., chs 10 and 12, Lodge Grass, Mont. (KOOK-TV, ch 2 and KGHL-TV, ch 8, Billings); Malta Tv. Club, chs 4, 6, 8, 13, Zortman area, Malta, Mont. (KOOK-TV, ch 2, and KGHL-TV, ch 8, Billings); Trident Community Club, ch 10, Trident, Mont. (KXLF, ch 4, Butte); Kanab Lions Club, ch 5, Kanab, Utah and Fredonia, Ariz. (KLRJ-TV, ch 2, Henderson, Nev.)

KRON-FM San Francisco, Calif.—Granted cp to increase ERP to 28.5 kw; ant. height to 1,770 ft; and make engineering changes.

KCRA-FM Sacramento, Calif.—Granted mod. of cp to decrease ERP to 82 kw, increase ant. height to 1,200 ft., change trans. location, and make engineering changes; conditions.

FOR SALE

Stations

GUNZENDORFER

NORTHWEST, *$27,500* **down and 10 years payout. Asking price $95,000.**

NEVADA. *$29,000* **down. Easy payout. Asking price $100,000.**

CALIFORNIA STATIONS. Priced at $67,500. $125,000 and $250,000.

ARIZONA. *$10,000* **down.**

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.

Licensed Brokers Financial Consultants

RADIO

Situations Wanted—Announcers

Presently employed announcer looking for staff position with emphasis on sports! Radio and TV experience in all phases of broadcasting; staff, news, sports, play-by-play and production. College grad with B.S. degree in radio and tv. 28 years old, single.

Box 424C, BROADCASTING.

KXJK-FM Forrest City, Ark.—Granted mod. of cp to change type trans. and type ant.

WBTL Farmville, N.C.—Granted extension of authority to remain silent to Nov. 20.

Actions of September 20

KBCL-AM-FM Shreveport, La.—Granted relinquishment of negative control each by **Alvin Childs** and **Crawford Godfrey** through sale of stock to **Joe Monroe.**

KXGO-TV Fargo, N.D.—Granted license for tv station.

WNED-TV Buffalo, N.Y.—Granted license for tv station.

WJMD (FM) Bethesda, Md.—Granted license covering change in frequency, increase in ERP, ant. height, studio location and engineering changes; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

KAYS-TV Hays, Kans.—Granted license covering redescription trans. and studio locations.

Granted STA for following vhf tv repeater stations: Hoxie Chamber of Commerce, ch 4, Hoxie, Kans. (KAYS, ch 7, Hays); Chinook Tv. Assn. Inc., chs 2 and 4, Chinook, Mont. (KFBB-TV, ch. 5, Great Falls and CJLH T.V., ch 7, Lethbridge, Saskatwain,, Canada); Herried Tv Booster Club, ch. 8, Herried. S.D. (KFYR-TV, ch 5, Bismarck); Gillette T.V. Asn., ch 7, Gillette, Wyo. (KOTA-TV, ch 3, Rapid City, S.D., and KTWO-TV, ch 2, Casper, Wyo.).

KREY-TV Montrose, Colo.—Granted mod. of cp to change type trans.

KCND-TV Pembina, N.D.—Granted mod. of cp to change trans. line and equipment and specify studio location.

WCRS Greenwood, S.C.—Granted mod. of cp to make changes in ant. system; condition.

WPEG Winston-Salem, N.C.—Granted mod. of cp to change ant-trans. location, specify studio location and engineering changes; condition.

WKBR Manchester, N.H.—Granted mod. of cp to change type trans.

WTYS Marianna, Fla.—Granted mod. of cp to change type trans.

Actions of September 19

Granted STA for following vhf tv repeater stations: Upper Piedra Tv Assn., ch. 9, Piedra Park and vicinity, Colo. (KOB ch. 4, Albuquerque, N.M.); S.B. Tv Booster Station, ch. 8, Syracuse, Kans. (KTVC, ch. 6, Ensign), Boulder Tv Assn., ch. 7, Boulder, Mont. (KXLF-TV, ch. 4 Butte); Prairie Tv Club, ch. 7, Terry area, Mont. (KDIX, ch. 2, Dickinson, N.D.); Tru-Vue Tv Assn., ch. 8 and 11, White Sulphur Springs, Mont. (KXLF, ch. 4, Butte and KFBB ch. 5, Great Falls); Helena Free Tv Assn., ch. 10, Helena Valley, Mont. (KRTV, ch. 3, Great Falls); ch. 4 Tv Inc., Ch. 2, Eureka and Iowa Flats, Mont. (KMSO-TV, ch. 13, Missoula); Rotary Club, ch. 2, Rushville, Neb. (KSTF, ch. 2, Scottsbluff); Saddle Butte Tv Assn., ch. 8, Trail City, Glencross, Timber Lake and Firesteel, S.D. (KFYR-TV, ch. 5, Bismark); Lovell Byron & Cowley Community Tv, Ch. 12 and 4, Lovell, Byron and Cowley, Wyo. (KOOK-TV, ch. 2, KGHL-TV, ch. 8, Billings, Mont.)

WMTV (TV) Madison, Wis.—Granted cp to change from DA to non-DA; ERP vis. to 89.1 kw, aur. to 49 kw; ant. height 1,160.; and make engineering changes.

WFYI Mineola, N.Y.—Granted cp to install old main trans. as aux. trans., employing DA-D.

KHBR Hillsboro, Tex.—Granted cp to install new trans. (main trans. location) as aux. trans.; remote control permitted.

KSAL Salina, Kans. —Granted cp to install new trans.

WYLD New Orleans, La.—Granted mod. of cp to change type trans; remote control permitted daytime only.

WLIQ Mobile, Ala.—Granted mod. of cp to change trans. location.

KVNU Logan, Utah—Granted mod of cp to change type trans.

WCOS-FM Columbia, S.C.—Granted request for cancellation of SCA.

KVNU Logan, Utah.—Granted extension of completion date to Nov. 30.

PETITIONS FOR RULEMAKING

***WMVS-TV Milwaukee, Wis.**—Requests that one of two unused uhf ch. allocated to Milwaukee, Wis., be changed from unreserved ch. to reserved non-commercial educational ch.

Texas-Longhorn Bcstg. Corp. Houston, Tex.—Requests amendment of rules so as to (1) change educational reservation in Austin, Tex. from *70– to 18 and (2) delete ch. 70– and add ch. 67 in Austin, Tex.; delete ch. 52– and add ch. 70– in Brenham, Tex.; delete ch. 53+ and add ch. 80 in San Marcos, Tex. Allocations for these cities would then read:

Austin, Tex. ..... 7+ *18–, 24, 67
Brenham, Tex. 70–
San Marcos, Tex. 80

WCTV (TV) Thomasville, Ga.—Requests reallocation of ch. 6 from Thomasville, Ga. to Tallahassee, Fla. and, upon adoption of such reallocation, mod. of outstanding license of WCTV to specify operation of ch. 6 in Tallahassee, Fla.

License Renewals

Following stations were granted renewal of license: WANN Annapolis, Md.; WAQE Towson, Md.; WAVY Portsmouth, Va.; WAYE Dundalk, Md.; WBAL-AM-TV Baltimore, Md.; WFBR Baltimore, Md.; WHYE Roanoke, Va.; WITH-AM-FM Baltimore, Md.; WJEJ-AM-FM Hagerstown, Md., WLEE Richmond, Va.; WTOP-AM-FM-TV Washington, D.C.; WAVY-TV Portsmouth, Va.; WMAL-AM-FM-TV Washington, D.C.; KOOL Phoenix, Ariz.; WCOJ Coatesville, Pa.; WMAJ State College, Pa.; WRAW Reading, Pa.; WRRN (FM) Warren, Pa.; WSAN Allentown, Pa.; WVPO Stroudsburg, Pa.; KWIV Douglas, Wyo.; WVAN-AM-FM Altoona, Pa.; KAFY Bakersfield, Calif.; WBRV Boonville, N.Y.; WCNG Canonsburg, Pa.; KDLR Devils Lake, N.D.; KFMY (FM) Eugene, Ore.; KGMS Sacramento, Calif.; KTIL Tillamook, Ore.; WTLB Utica, N.Y.; WGVA Geneva, N.Y.; WVBR-FM Ithaca, N.Y.; *WTJU (FM) Charlottesville, Va.; WBOY-TV Clarksburg, W. Va.; WDBJ-TV Roanoke, Va.; WBAL-FM Baltimore, Md.; KGBS Los Angeles, Calif.; WWVA-AM-FM Wheeling, W.Va.; WAGE Leesburg, Va.; WBLT Bedford, Va.; WBOY Clarksburg, W.Va.; WBTH Williamson, W.Va.; WCMS Norfolk, Va.; WDBJ Roanoke, Va.; WDMV Pocomoke City, Md.; WDNE Elkins, W.Va.; WEPM Martinsburg, W.Va.; WESR Tasley, Va.; WFLO Farmville, Va.; WFMD Frederick, Md.; WFTR Front Royal, Va.; WHBG Harrisonburg, Va. WHIS Bluefield, W.Va.; WINC Winchester, Va.; WJMA Orange, Va.; WJWS South Hill, Va.; WLPM Suffolk, Va.; WMNA Gretna, Va.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

540 kc

CBT Grand Falls, Nfld.—1 kw ND unl. II. (PO: 990 kc 1 kw ND)

570 kc

CFCB Corner Brook, Nfld.—1 kw ND unl. III. (Assignment of call letters).

790 kc

CBH Halifax, N.S.—10 kw DA-2 unl. III. (PO: 1340 kc 0.1 kw ND).

980 kc

CKRM Regina, Sask.—10 kwD 5 kwN DA-2 unl. III. (Now in operation with increased daytime power).

990 kc

CBY Corner Brook, Nfld.—1 kw ND unl. II. (PO: 790 kc 1 kw ND).

1150 kc

CKX Brandon, Manitoba—10 kwD, 1 kwN ND unl. III. (Now in operation with increased daytime power).

1240 kc

New Melfort, Sask.—0.25 kw ND unl. IV. (delete assignment).

1250 kc

CHWO Oakville, Ont.—2.5 kwD 1 kwN DA-2 unl. III. (delete assignment for increase in power (CHWO remaining 1250 kc 1 kwD 0.5 kwN DA-1).

CKOM Saskatoon, Sask.—10 kw DA-N unl. III. (PO: 1420 kc 5 kw DA-N).

1340 kc

New Stettler, Alberta—0.25 ND unl. IV.

1420 kc

CKOM Saskatoon, Sask.—10 kw DA-N unl. III. (delete assignment for increase in power) (CKOM operating 1420 kc 5 kw DA-N).

1470 kc

CHOW Welland, Ont.—1 kwD 0.5 kwN DA-2 unl. III. (Now in operation with increased power and nighttime operation).

1490 kc

CKCR Kitchener, Ont.—10 kwD 5 kwN DA-2 unl. IV. (PO: 1490 kc 0.25 kw ND).

1500 kc

New Duncan, B.C.—1 kw DA-1 unl. (delete assignment).

1570 kc

New Dorval-Pointe Claire—5 kw DA-1 unl. (delete assignment) P.Q.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

STRESS: HOW DOES IT AFFECT YOUR BODY?

Stress—physical, mental or emotional—can be either good or bad for you.

In fact, a normal amount of stress is actually a good thing. For example, if you get "keyed-up" over an interesting or challenging job, you may do your work more effectively.

But prolonged or intense stress—caused by too much work or worry or anxiety—can threaten health.

That's because continued stress upsets some of the body's chemical processes. In particular, severe or persistent stress causes overactivity of certain glands that produce hormones.

If this glandular overactivity is continually triggered by stress, it may upset almost every system of the body. And this may lead to illness.

If you find that it's difficult to relax or "take things easy" or get a good night's sleep, chances are you're under too much stress. And it's up to you to learn how to handle your tensions. Here are some ways to help you:

When your work load seems overwhelming, remember that some things can almost always be set aside until later. Concentrate on one particular job. That way your work will go faster and you'll be under less strain.

When tense and upset, try physical activity. It helps relieve tenseness so that you can come back and tackle irritating problems more calmly.

Talk out your troubles—with your clergyman or family doctor or with an understanding friend. Getting things "off your chest" prevents a lot of unnecessary emotional stewing.

Have regular medical check-ups. If you keep physically fit, you'll have more zest for living and be able to take stress and handle tensions more easily.

Metropolitan Life

INSURANCE COMPANY©

A MUTUAL COMPANY, 1 MADISON AVE., N. Y. 10, N. Y.

OUR RESPECTS TO . . .

JOHN VAN BUREN SULLIVAN

John V. B. Sullivan, general manager of WNEW New York, is proud that many show business headliners regard the station as possessing "the finest in sound." But as an astute businessman, Mr. Sullivan is quick to add this meaningful observation:

"We're happy that professionals like and respect us, but we've even prouder that Mrs. Shmalowitz and Mrs. O'Toole from the Bronx and Brooklyn like us."

Mr. Sullivan's association with the station has paralleled the period of WNEW's most spectacular growth. But he modestly points out that the station has been a powerhouse since the late 1930s under the aegis of the then general manager, Bernice Judis.

Mister In-Between ■ Mr. Sullivan, a tall, robustly-built man with brown hair and distinctive silver sideburns, speaks quietly but glowingly of WNEW's stature through the years.

"Some stations may aim at the teenage audience," he explains. "And others may go after the oldsters. We like to think that WNEW caters to the great mass in-between."

He explains that through the years WNEW has earned a reputation—and justly so, he thinks—as "probably the best known, most successful and most copied radio station in the United States." He believes that statistics will support his contention that WNEW's revenue of $7 million in 1959 was "the largest of any station." He estimates that 1960 business will equal that amount. "You can see that we have a lot of Mrs. Shmalowitzes and Mrs. O'Tooles listening to us, or advertisers wouldn't be asking us," Mr. Sullivan commented with a smile.

Doughnuts to Dollars ■ Mr. Sullivan, known to his friends as Jack, has been in the general area of communications since he left Dartmouth College in 1935—with two exceptions. He worked one day as a clerk in a doughnut shop and ten months as a shoe salesman.

John Van Buren Sullivan was born in Omaha on April 20, 1914. When he was nine the family moved to Chicago. He was graduated from Evanston (Ill.) High School and attended Dartmouth College for two years, but the depression forced him to leave school.

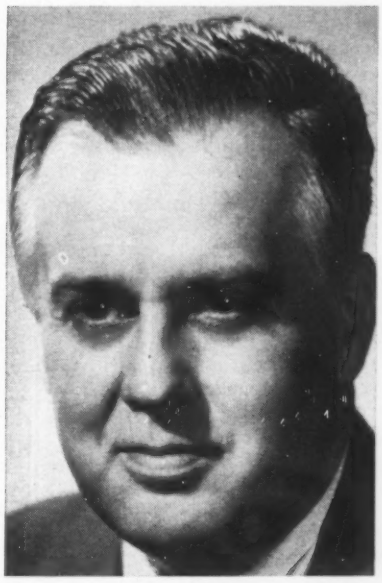
After his brief encounters with the doughnut and clothing industries in Chicago, Mr. Sullivan joined the advertising staff of the *Chicago American* in the spring of 1936. The newspaper was part of the William Randolph Hearst enterprises and that fall, he effected a transfer to the Hearst General Advertising Dept. in New York.

This Hearst unit served as a training ground for young advertising executives who subsequently were assigned to various Hearst newspapers and radio stations. In January 1941, Mr. Sullivan joined the retail advertising staff of the *New York Mirror.*

Observation ■ During his years in New York Mr. Sullivan noticed the steady growth of radio. In January 1942 when he heard about a vacancy in the promotion department of WJZ New York, he applied for it and was named promotion manager. His work soon attracted the attention of Bernice Judis, then general manager of WNEW, and he was offered a similar post there. He joined WNEW in July 1942. Mr. Sullivan has served the station continuously ever since except for U.S. Army service during World War II.

Most of Mr. Sullivan's tenure in the Army—from November 1942 through January 1946—was in writing assignments, initially as a radio news writer for the Army News Services and later as a *Yank* correspondent in Europe.

Back to Work ■ After Army discharge as a staff sergeant he returned to WNEW and his work as promotion manager but set his sights on a salesman's post. In November 1948 he was transferred to sales as an account executive. In June 1957 he was named vice president and sales manager and in April 1959 was appointed general manager of WNEW and a vice president of Metropolitan Broadcasting Corp.



WNEW's SULLIVAN
Hits, possibles & sexy voices

During his association with WNEW the station has changed hands six times —the first time in 1950 for $2.1 million and the last time to Metropolitan for $7.2 million.

Mr. Sullivan attributes the success of the station to a skillful blending of three ingredients—music, news and station personalities. But he stresses this formula is not enough, adding:

"For instance, our music approach always has been not only to cater to the music tastes of our audience, but to cultivate it. Therefore, we program music that has been popular over a three or four month period; has been popular over the last two or three years; has been popular over a long period of time—that is, the standards—but above all, we also spot new songs that our own appraisal considers appealing."

In the area of news, Mr. Sullivan explained, WNEW started to accentuate news programs on the hour and bulletins on the half hour shortly after Pearl Harbor. For many years, WNEW presented the news in cooperation with the *New York News,* but in December 1958 the station established its own 16-man news department.

Radio's Own Voice ■ "We felt then that radio needed its own sound," Mr. Sullivan remarked. "We decided to put on the voices of the people who made news or in some way contributed to the making of the news. Just putting on voices, of course, is not enough."

The WNEW news staff of 16 members, he believes, "is by far the largest of any station in the country."

Through the years the station always has presented a lineup of well-paid, popular personalities (they are not called disc jockeys at WNEW). The emphasis, according to Mr. Sullivan, is on personalities who have "sexy voices."

Mr. Sullivan married the former Joan Claire Dillon of New York. The two make their home in Larchmont, N.Y., with their four children—Rosemary, 20; Armanda, 12; Sheila, 10 and Michael, 9. Mr. Sullivan is a member of the Bonnie Briar Club in Larchmont, the Dartmouth Club of New York, the Radio & Television Executives Society and the Advertising Club of New York.

Undebatable

POLITICIANS made history and broadcasters reached the pinnacle of journalistic heights last Monday, Sept. 26. The Lincoln-Douglas debates of a century ago yielded to the Nixon-Kennedy face-to-face encounters, ushering a new era in American politics.

Television and radio established new identities as the superlative mass media they are. Television alone reached an audience estimated at more than 74 million. And a precedent was established that will make the broadcast media the primary campaigning vehicles in all future presidential elections.

Broadcasters kept faith on the promise to donate prime time, once relieved by Congress of the ridiculous burden of providing equal time to splinter parties.

The first debate became a conversation piece wherever people met—on street corners, at coffee breaks, in taxicabs. It became a classroom topic and is certain to become part of history and civics curricula.

What will develop from upcoming joint appearances can't be foretold. But widespread interest already has been generated and the public will be better indoctrinated on the issues than ever before. The vote is certain to be large.

Broadcasters, through teamwork with networks on time clearances, and despite heavy losses in commercial revenue, have elevated their stature as responsible journalism forces. The networks handled the almost insuperable task of reconciling differences between the contending parties under inordinate pressures. The detractors of broadcasting have been answered. It was a great opportunity and the unified broadcasters have made the most of it.

NAB's new president

IT IS now virtually certain that Governor Collins of Florida will become the new president of the NAB and, as such, the spokesman for the nation's broadcasters. All that remains is completion of the understanding and its ratification by the full NAB board at a special meeting Oct. 10.

Thus, to all intents, ends a search that has been underway for nearly eight months to find the best-qualified man available for the most important assignment in broadcasting. It is a happy and inspired selection.

The NAB Selection Committee had worked assiduously since the death last March of President Harold Fellows, in screening a list of some three dozen nominees. It sifted the list down to two—Governor Collins and George V. Allen, director of the U.S. Information Agency and a career ambassador in the top diplomatic echelon. It would be difficult to find two other men as eminently qualified for the task.

Governor Collins' second term as Florida's chief executive expires on Jan. 3. He had disclosed that he wished to forego politics for a business career. Mr. Allen, on the other hand, hadn't said he would accept the NAB presidency even if it were offered. But he must have been intrigued by the prospect of performing a genuine public service while serving in private enterprise. Because of Mr. Allen's responsibilities as head of all of our external communications at this critical juncture in world affairs, some felt he should not be taken away from government at this time.

Broadcasters will discover that their new spokesman is no figurehead or mere ceremonial officer. Behind his disarming charm is a personality of great vigor and of extraordinary intelligence. He is a "take charge" executive. His performance as permanent chairman of the Democratic convention in Los Angeles won him deserved tribute not only from his party colleagues but from the viewing and listening public.

Governor Collins, his intimates say, is one who will assert his full authority over policy and personnel. He will forsake partisan politics once his appointment is given board confirmation.

The formalities have been handled. Swift ratification is desirable so that announcement of Governor Collins' appointment can be made before the Nov. 8 elections to dispel the notion that the selection was in any way based on political considerations.

Other options

ALTHOUGH voted by the narrowest of margins, 4-3, the FCC's ruling reducing network option time from three to two and a half hours appears likely to stand. It is evident that the networks will not seriously protest it, for the decision contained what the networks want most—a defense against antitrust prosecution.

In the ruling the majority said that option time was "reasonably necessary" to the conduct of network business. If the Dept. of Justice were ever to test in an antitrust suit what its former antitrust chief, Victor Hansen, repeatedly said—that option time was in itself an antitrust violation—the networks could argue that another agency of government had pronounced the practice necessary.

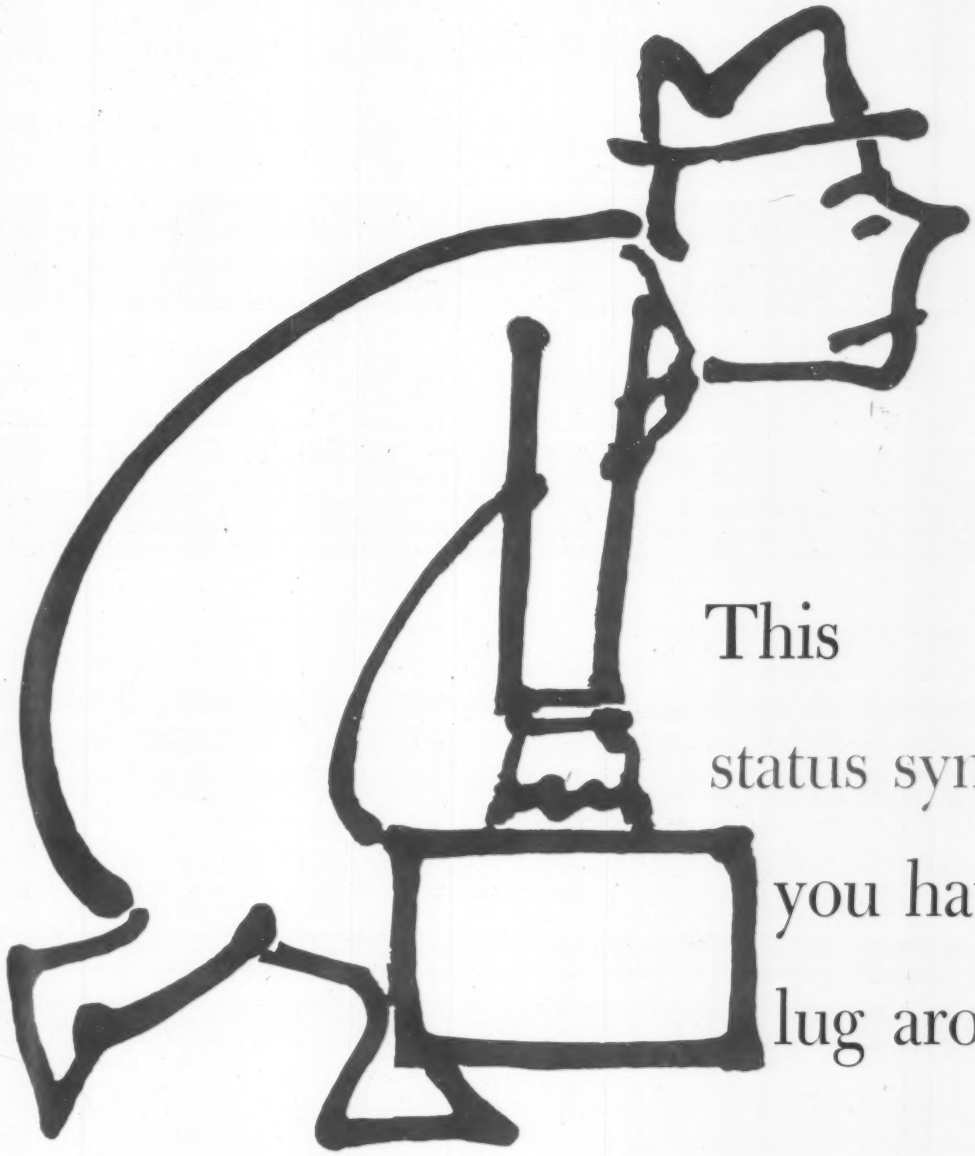
So the option time ruling will probably stand. Now, we suggest, the FCC may wish to turn its attention to still another feature of its chain broadcasting rules. If it wishes to assist in the orderly conduct of network-affiliate relations, it could do much by eliminating the present time limits of affiliation contracts.

These contracts are now limited by FCC regulation to two years. There is no reason why any limit should be imposed. Networks and affiliates ought to be as free to enter agreements as other businesses are.

And while we're on the subject of time limits, we suggest that the FCC consider an extension of the station license period, if not the elimination of a fixed period altogether. The new amendments of the Communications Act give the FCC vastly greater powers of discipline. With these powers at its command, the FCC will hardly need to wade through the enormous paperwork entailed in reviewing and renewing licenses every three years.

Drawn for BROADCASTING by Sid Hix

"He wants to tie in his personal appearances with his tv talks!"



This
status symbol
you have to
lug around

This one you can
see anywhere

KPRC-TV
HOUSTON

Carrying an attaché case won't make you a vice-president overnight. Putting advertising on KPRC-TV in Houston, Texas, won't do it either. But it will help you make sure your customers see your commercials in a clean, crackly environment with an inviting, colorful presentation. Use KPRC-TV in Houston. Commercials on KPRC-TV have a better chance of getting read, heard, seen, remembered and acted upon. Besides, they look good. And they cost less than you think.

See your Edward Petry & Co. man. Use KPRC-TV, Channel 2 in Houston for your next Houston sales campaign. KPRC-TV, NBC in Houston, Texas.

Courtesy of Hammermill Paper Company